संख्याः 13/ 2020/ 4129/ 41-2019-01(नीति)/ 17

प्रेषक,

जितेन्द्र कुमार
प्रमुख सचिव
उत्तर प्रदेश शासन।

सेवा में,

महानिदेशक,
पर्यटन उ0प्र0,
लखनऊ।

पर्यटन अनुभाग **लखनऊ, दिनांक 09 जनवरी, 2020**

विषय-उत्तर प्रदेश पर्यटन नीति-2018 के अन्तर्गत प्रदेश के निजी क्षेत्र में स्थापित होने वाली नवीन पर्यटन इकाईयों को वित्तीय प्रोत्साहन (इन्सेन्टिव), सुविधाएं, छूट आदि प्रदान किये जाने के सम्बन्ध में।

महोदय,

उपर्युक्त विषयक कृपया अपने पत्र संख्या-5063/ 15-2-1281(3)/ 2019-20 दिनांक 24 दिसम्बर, 2019 का सन्दर्भ ग्रहण करने का कष्ट करें, जिसके द्वारा उत्तर प्रदेश पर्यटन नीति-2018 के अन्तर्गत प्रदेश के निजी क्षेत्र में स्थापित होने वाली नवीन पर्यटन इकाईयों को वित्तीय प्रोत्साहन (इन्सेन्टिव), सुविधाएं, छूट आदि प्रदान किये जाने के सम्बन्ध में (संचालन नियमावली) तथा आवेदन पत्र के प्रपत्रों पर अनुमोदन प्रदान किये जाने की अपेक्षा की गयी है।

2. इस सम्बन्ध में मुझे यह कहने का निदेश हुआ है कि उत्तर प्रदेश पर्यटन नीति-2018 के अन्तर्गत प्रदेश के निजी क्षेत्र में स्थापित होने वाली नवीन पर्यटन इकाईयों को वित्तीय प्रोत्साहन (इन्सेन्टिव), सुविधाएं, छूट आदि प्रदान किये जाने से सम्बन्धित प्रख्यापित संचालन नियमावली-2020 तथा आवेदन के प्रपत्र संलग्न कर प्रेषित है।

कृपया तद्नुसार अग्रतर आवश्यक कार्यवाही सुनिश्चित कराने का कष्ट करें।

संलग्नक-यथोक्त।

भवदीय,

(जितेन्द्र कुमार)
प्रमुख सचिव।

संख्याः 13/ 2020/ 4129(1)/ 41-2019-01(नीति)/ 17 तद्दिनांक।

प्रतिलिपि निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषितः-

1- प्रमुख सचिव, श्री राज्यपाल, उ0प्र0।
2- मुख्य सचिव, उ0प्र0।
3- प्रमुख सचिव, मा0 मुख्यमंत्री, उ0प्र0।

1- यह शासनादेश इलेक्ट्रानिकली जारी किया गया है, अतः इस पर हस्ताक्षर की आवश्यकता नहीं है ।
2- इस शासनादेश की प्रमाणिकता वेब साइट http://shasanadesh.up.nic.in से सत्यापित की जा सकती है ।

http://shasanadesh.up.nic.in

4- अध्यक्ष, राजस्व परिष्द, उ0प्र0।

5- अवस्थापना एवं औद्योगिक विकास आयुक्त, उ0प्र0 शासन।

6- कृषि उत्पादन आयुक्त, उ0प्र0 शासन।

7- सचिव, पर्यटन मंत्रालय भारत सरकार, नई दिल्ली।

8- समस्त अपर मुख्य सचिव/ प्रमुख सचिव/ सचिव, उ0प्र0 शासन।

9- समस्त विभागाध्यक्ष, उ0प्र0 शासन।

10- समस्त मण्डलायुक्त एवं समस्त जिलाधिकारी, उ0प्र0।

11- समस्त उप निदेशक/ क्षेत्रीय पर्यटन अधिकारी।

12- प्रबन्ध निदेशक, उ0प्र0 राज्य पर्यटन विकास निगम लि0।

13- वेब अधिकारी, पर्यटन विभाग को इस निर्देश के साथ प्रेषित कि इसे वेब साइट पर अपलोड करना सुनिश्चित करें।

14- गार्ड फाइल।

<u>संलग्नक-यथोक्त।</u>

आज्ञा से,

(ए0पी0 सिंह)
संयुक्त सचिव।

http://shasanadesh.up.nic.in

1- यह शासनादेश इलेक्ट्रानिकली जारी किया गया है, अतः इस पर हस्ताक्षर की आवश्यकता नहीं है ।

2- इस शासनादेश की प्रमाणिकता वेब साइट http://shasanadesh.up.nic.in से सत्यापित की जा सकती है ।

OPERATIONAL GUIDELINES FOR IMPLEMENTATION OF UTTAR PRADESH TOURISM POLICY 2018

Disclaimer

Directorate of Tourism is the Nodal agency identified for implementation of the Uttar Pradesh Tourism Policy – 2018, do hereby unequivocally and clearly states that;

The contents of the UP-Tourism Policy 2018 and the Operational Guidelines for Implementation of UP Tourism Policy 2018 enunciated therein may be read carefully by all the stakeholders and Tourism Units registering themselves under the said Policy. Accordingly, it is hereby clearly understood that the applicant Tourism Units have carefully gone through the Policy & Guidelines and the contents thereof and they fully understand the implications thereof.

The Tourism Units are hereby informed that mere registration of their Units under this Policy does not ipso-facto guarantee extension of any financial or monetary benefit to the Units. The applications made by the Tourism Units under the provisions of this policy shall be appraised and scrutinized under the extant provisions of the Policy and each case shall be evaluated purely based on its merits and the compliance with the Policy and Guidelines for availing subsidy, subject to the availability of requisite funds. It is also clearly understood that the Policy & Guidelines may undergo changes from time to time without any prior intimation to any stakeholder or constituent.

It is, therefore, advised that the applicant units may in their own interest carry out thorough business survey and carry out necessary due diligence to ensure the techno-economic and commercial viability of their projects and compliance with the Policy & Guidelines. The prospective applicants are advised to prepare their project proposals regardless of the subsidy and incentives factor to ensure the financial viability and bankability of their projects. This disclaimer needs to be signed by the Authorized Signatory/ies of all the Tourism Units and Stakeholders at the time of registering their units with the Department of Tourism, Govt. of Uttar Pradesh.

Operational Guidelines for Implementation of Uttar Pradesh Tourism Policy, 2018

1. Title

These guidelines will be named as the Operational guidelines for Implementation of UP Tourism Policy, 2018 (hereinafter referred to as the Operational Guidelines 2019).

2. Commencement & Duration

The guidelines shall be effective for the period of 5 years from 16.02.2018(policy effective date) or until amended by the Uttar Pradesh Government.

3. Definitions

3.1 "State Government" means the Government of Uttar Pradesh and "Central Government" means the Government of India.

3.2 "Nodal agency" means the Directorate of Tourism, Government of Uttar Pradesh.

3.3 "The Department" means Department of Tourism, Government of Uttar Pradesh.

3.4 "Tourism Unit" means a legal entity under the relevant law, engaged or to be engaged in providing any service related to travel and tourism. It shall mean a legal entity in the form of a registered company under the Companies Act, Partnership Firm, or a Trust or a legally registered society, or a proprietorship.

3.5 "Categories of Tourism Units" as defined in Chapter 9 of the UP-Tourism Policy 2018.

3.6 "Commercial operations date" means the date on which the tourism unit is open to customers on a commercial basis, after due testing, trial running and commissioning under the relevant government rules.

3.7 "Effective date" means the date of notification of the Uttar Pradesh Tourism Policy, 2018. i.e. 16.02.2018.

3.8 "Effective Period" means the 5-year period from 16.02.2018 or until amendment or repeal thereof by the State Government.

3.9 "Existing Tourism Unit" means unit undergoing expansion of more than fifty percent (50%) of its existing capacities (Built up area and investment).

3.10 "New Tourism Unit" means a tourism unit which is set up and which commences commercial operations during the effective period.

3.11 "Eligible Tourism Unit" means New Tourism Unit and Existing Tourism Unit Undergoing Expansion during the operative period of this policy would be considered as Eligible Tourism Units.

3.12 "Heritage Properties" means old Buildings/ Forts/ Havelis/ Kothis/ Castles constructed prior to 1950 and having the heritage value. The facade, architectural features and general construction should have the distinctive qualities and ambience in keeping with the traditional way of life of the area.

3.13 "Capital investment" means the investment made in fixed assets to create an asset held with the intention of being used for producing or providing goods or services and is not held for sale in the normal course of business-like building, infrastructure facilities, plant & machinery etc except land.

3.14 "Building" means a new building constructed for the project, including administrative building.

Note: The cost of new buildings constructed for installation of plant and machinery, R&D activities, in-house testing facilities, storage facilities, and other buildings related to the tourism purpose, shall be considered as per the actual expenditure incurred.

3.15 "Plant & Machinery" means new indigenous /imported plant and machinery, utilities including cost of transportation, foundation, erection, installation and electrification.

Note: The value of plant and machinery as erected at tourism unit site shall be considered.

3.16 "Infrastructure facilities" means new roads, sewer lines, water drainage, power lines, such other facilities (essential for operation of unit), which link the undertaking's premises with the main infrastructure trunk lines. It shall also mean Effluent Treatment Plant, sewage treatment plant, transformer and power feeder installed for self-use by the applicant undertaking.

3.17 "First Transaction" in the context of stamp duty incentive means the first transaction on sale/lease/transfer of land in respect of the tourism unit and excludes any subsequent such transaction.

3.18 "Cost of Land" means the actual purchase price of the land as per the registered deed of the land.

3.19 "Eligible Capital Investment" means capital investment made by the tourism unit under the heads as mentioned in Section 6 below.

3.20 "Rural/ Urban area" means area as defined under the relevant government notification.

3.21 "Financial Year" means the year commencing from 1st April and ending on 31st March following.

4. Applicability

The Operation Guidelines 2019 will be applicable to all the eligible tourism units as per UP Tourism Policy 2018.

5. Tourism Circuits

Within 20 Kilometres of all tourist sites, as per the notification attached with from the Department of Tourism, Government of Uttar Pradesh. The distance of 20 Kilometres (km) shall be the aerial distance for each destination.

1. The Ramayana Circuit
    A. Ayodhya – 10 units each
    B. Chitrakoot – 10 units each
    C. Shringverpur – 5 units each
    D. Bijethua Mahaviran (Sultanpur)-5 units each
    E. Bithoor (Kanpur)-10 units each
2. The Krishna/Braj Circuit
    A. Mathura – 10 units each
    B. Vrindavan – 10 units each
    C. Govardhan – 10 units each
    D. Gokul – 5 units each
    E. Barsana – 5 units each
    F. Nandgaon – 5 units each
    G. Baldev Mandir (Mathura)-10 units each
    H. Mahaban (Mathura)-10 units each
3. The Buddhist Circuit
    A. Kapilvastu – 10 units each
    B. Sarnath – 10 units each
    C. Kushinagar – 10 units each
    D. Kaushambi – 10 units each
    E. Shravasti – 10 units each
    F. Sankisa – 5 units each
    G. Atranji Khera (Etah)-5 units each
    H. Devdeh (Maharajganj)-5 units each
4. Wildlife & Eco Tourism Circuit (Within 20 KM from the boundary of all Wildlife Sanctuaries and National Parks)
    A. Dudhwa National Park – 10 units each
    B. Pilibhit Tiger Reserve – 10 units each
    C. Bakhira Sanctuary – 5 units each
    D. Chandra Prabha Wildlife Sanctuary – 5 units each
    E. Hastinapur Wildlife Sanctuary – 10 units each
    F. Kaimoor Sanctuary – 10 units each
    G. Katarniaghat Wildlife Sanctuary – 10 units each
    H. Kishanpur Wildlife Sanctuary – 10 units each
    I. Lakh Bahosi Sanctuary – 10 units each
    J. Mahavir Swami Sanctuary – 10 units each
    K. National Chambal Wildlife Sanctuary – 5 units each
    L. Nawabganj Bird Sanctuary – 10 units each
    M. Parvati Arga Bird Sanctuary – 5 units each
    N. Patna Bird Sanctuary – 5 units each

O. Ranipur Sanctuary – 5 units each
P. Saman Sanctuary – 5 units each
Q. Samaspur Sanctuary – 5 units each
R. Sandi Bird Sanctuary – 5 units each
S. Sohagi Barwa Sanctuary – 5 units each
T. Suhelva Sanctuary – 5 units each
U. Suraha Tal Sanctuary – 5 units each
V. Vijai Sagar Sanctuary – 5 units each
W. Shekha Jheel, Aligarh-5 units each
X. Sur Sarovar Pakshi Vihaar, Agra- 10 units each
Y. Amangarh Tiger Rerserve, Bijnor-5 units each
Z. Blackbuck Conservation Reserve, Meja (Prayagraj) -10 units each
AA. Lion Safari Park, Etawah-10 units each

Note: Construction of hotels shall be permitted only beyond the reserve area. All the laws pertaining to Forest and wildlife protection will be complied

5. The Bundelkhand Circuit
   A. Charkhari (Mahoba) (Repeat) – 5 units each
   B. Chitrakoot (Repeat) – 10 units each
   C. Kalinjar – 5 units each
   D. Jhansi – 10 units each
   E. Deogarh – 10 units each
   F. Lalitpur (Repeat) – 10 units each

6. The Mahabharata Circuit
   A. Hastinapur – 5 units each
   B. Kampil (Farukkhabad) – 5 units each
   C. Ahichchhatra – 5 units each
   D. Barnava (Baghpat) – 5 units each
   E. Mathura (Repeat) – 10 units each
   F. Kaushambi (Repeat) – 10 units each
   G. Gonda (Repeat) – 5 units each
   H. Lakshagraha Handia (Prayagraj)-5 units each
   I. Keechakvadh Sthal, Raath (Hamirpur)-5 units each
   J. Vidur Kuti (Bijnor)-5 units each

7. The Shakti Peeth Circuit
   A. Vindhyavasini Devi (Vindhyachal) – 10 units each
   B. Pateshwari Devi Devipatan (Balrampur) (Repeat) – 5 units each
   C. Kadavasini (Kaushambi) (Repeat) – 5 units each
   D. Lalita Devi (Naimisharanya) – 10 units each

E. Jwala Devi (Sonbhadra) (Repeat) – 10 units each
F. Shakumbhari Devi (Saharanpur) – 5 units each
G. Shivani Devi (Chitrakoot) (Repeat) – 10 units each
H. Katyayini Devi (Mathura) (Repeat) – 10 units each
I. Sheetala Chaukia Dham (Jaunpur)-10 units each
J. Sita Samahit Sthal (Bhadohi)-10 units each
K. Alopi Devi (Prayagraj)-10 units each
L. Lalita Devi (Prayagraj)-10 units each
M. Vishalakshi Devi (Varanasi)-10 units each
N. Belha Devi (Hamirpur)-5 units each
O. Gayatri Shaktipeeth (Sumerpur)-5 units each
P. Bairagarh Mata Konch (Jalaun)-5 units each
Q. Chandika Devi Buxar(Unnao)-10 units each
R. Kushmanda Devi Ghatampur (Kanpur Dehat)-10 units each
S. Devkali Mandir (Auraiya)-10 units each
T. Maa Tarkulha Devi Dham (Gorakhpur)-10 units each
U. Maa Sheetla Mata Sthal (Mau)-10 units each

8. The Aadhyatmik Circuit

A. Gorakhpur – 10 units each
B. Balrampur (Repeat) – 5 units each
C. Ghazipur (Hathiyaram, Bhudkura) – 5 units each
D. Goriya (Mathura) (Repeat) – 10 units each
E. Sant Ravidas Sthal (Varanasi) – 5 units each
F. Mauni Baba,Chochakpur (Ghazipur)-5 units each
G. Pavhari Baba Ashram (Ghazipur)-10 units each
H. Kinaraam Ashram (Chandauli)-5 units each
I. Triveni Sangam (Prayagraj)-10 units each
J. Bhardwaj Ashram (Prayagraj)-10 units each
K. Ghuisarnath Dhaam (Pratapgarh)-10 units each
L. Bhrigu Rishi Ashram (Fatehpur)- 5 units each
M. Vyaaspeeth Kalpi (Jalaun)-10 units each
N. Gola Gokarn Nath(Lakhimpur Kheri)-10 units each
O. Maa Parmeshwari Devi (Azamgarh)-10 units each
P. Bhrigu Ashram Baleshwar (Ballia)-10 units each
Q. Dugdheshwar Shiv Sthal (Deoria)-5 units each
R. Makhauda Dhaam (Basti)-5 units each
S. Shiv Mandir Shrankhla,Bateshwar (Agra)-10 units each
T. Soron Ashram (Kasganj)-5 units each
U. Sheetla Mata Mandir (Mainpuri)-5 units each
V. Hanumat Dham (Shahjahanpur)-10 units each
W. Hanuman Mandir (Shamli)-10 units each

9. The Sufi/Kabir Circuit
    A. Jayas (Amethi) – 5 units each
    B. Maghar (Sant Kabir Nagar) (Repeat) – 5 units each
    C. Salim Chishti Dargah (Fatehpur Sikri) – 5 units each
    D. Dewa Sharif (Barabanki) – 5 units each
    E. Dargah Marehra Sharif (Etah)-5 units each
    F. Dargah Sufi Shah Sharif(Firozabad)-5 units each
    G. Dargah Shafi Shah Sharif (Firozabad)-10 units each
    H. Lahartara Ashram Kabir Janam Sthali(Varanasi)-10 units each
    I. Khanqah-e-Niyazia (Bareilly)-10 units each
    J. Kichhauchha Sharif (Ambedkarnagar)-10 units each

10. The Jain Circuit
    A. Deogarh (Repeat) – 5 units each
    B. Hastinapur (Repeat) – 5 units each
    C. Vahelna (Muzaffarnagar) (Repeat) – 5 units each
    D. Baghpat (Repeat) – 5 units each
    E. Bateshwar (Repeat) – 5 units each
    F. Kampil (Farrukhabad) (Repeat) – 5 units each
    G. Parshwanath(Varanasi)-5 units each
    H. Shreyansanatha(Varanasi)-5 units each
    I. Suparshvanatha(Varanasi)-5 units each
    J. Chandraprabhu (Varanasi)-10 units each
    K. Chandravar Jain Mandir(Firozabad)-5 units each
    L. Bahubali Jain Mandir (Firozabad)-10 units each
    M. Mangalayatan Jain Mandir (Hathras)-10 units each
    N. Ahikshetra Parshwanath Digambar Jain Mandir (Ramnagar)-10 units each

11. Craft Circuit
    A. Marble Inlay and Zardozi (Agra)-10 units each
    B. Glass Craft(Firozabad)-10 units each
    C. Glass beeds Craft,Purdil Nagar (Hathras)-10 units each
    D. Tarkashi Craft (Mainpuri)-10 units each
    E. Brass Craft (Moradabad)-10 units each
    F. Brass Craft and Tala (Aligarh)-5 units each
    G. Wooden Craft (Saharanpur)-10 units each
    H. Muda Craft (Hapur)-10 units each
    I. Hathkargha,Pilkhuwa (Hapur)-10 units each
    J. Banarasi Saree (Varanasi)-10 units each
    K. Gulabi Meenakari (Varanasi)-10 units each
    L. Wooden Toys(Varanasi)-10 units
    M. Stone Carving (Varanasi)-10 units each

N. Zari work (Jaunpur)-10 units each
O. Brass Utensils (Mirzapur)-10 units each
P. Pottery Udyog (Chunar)- 10 units each
Q. Brass Craft, Jakhora (Lalitpur)- 10 units each
R. Brass Craft, Amra (Jhansi)- 10 units each
S. Silverfish Craft, Maudaha (Hamirpur)-5 units each
T. Shazar Stone Craft (Banda)- 10 units each
U. Paper Craft, Kalpi (Jalaun)-5 units each
V. Glazed Pottery (Rampur)- 10 units each
W. Carpet Craft (Amroha)- 10 units each
X. Khurja Pottery (Bulandshahr)- 10 units each
Y. Carpet Craft (Sambhal)- 10 units each
Z. Terracotta (Gorakhpur)- 10 units each

12. Swatantrata Sangram Ciurcuit

A. Meerut-10 units each
B. Shahjahanpur-10 units each
O. Kakori-10 units each

As per government order No. 176/2018/3480/41-2018-01(Policy)/2017 dated 16.10.2018, Kakori under Swatantrata Sangram Circuit, Agra's Marble Inlay and Jardozi under Craft Circuit has been included to provide fiscal incentives & benefits.

Note: A few locations fall under two or more tourism circuits. All such locations are marked as (Repeat) i.e. repeated locations. Any tourism unit will be entitled to obtain subsidy only under one tourism circuit.

6. Eligible Capital Investments

The eligible capital investment shall be expenditure incurred on the following:

i. Permanent structure for the project under the ownership and for use of the tourism unit, erected on land owned by the tourism unit and which is essential for its commercial operation;
ii. Boundary wall;
iii. Internal roads, drainage, entrance gate/s;
iv. Swimming pool/s;
v. Store/s;
vi. Kitchen/s;
vii. Water supply system (pipeline, tanks, pump house, water treatment plant etc.);
viii. Boiler room and chimney;
ix. Sewerage treatment plant and waste management system;
x. Centralized air conditioning;
xi. Power sub-station, transformer, electric line, electric pole;
xii. D.G Power back up for self-use;

xiii. Telecommunication tower (self-established for own use);
xiv. Hot & cold-water supply system, gas / steam supply line;
xv. Establishment of sound, light, public address, internet system and network of fixed nature;
xvi. Installation of fire detection and fire-fighting system;
xvii. Installation of non-shift able plant & machinery for the infrastructure such as kitchen, laundry, health club, spa, convention hall, exhibition hall, etc.;
xviii. Establishment of stationery swing sets, climbing walls, amusement/ playing structure, permanent tents, etc. in play areas and parks;
xix. Other fixed structures, plant & machinery that are essential for commercial operation of the unit;
xx. Fees paid for obtaining technical know-how;
xxi. Installation charges of machinery / equipment / services;
xxii. Approach road, expenditure incurred for power supply including construction of sub-station, pipeline laid, water supply, water tank, pipeline for discharge of waste water & sewerage (on land where ownership is with the hotel);
xxiii. Fixed residential tents for tourists, meant for use round the year and not for temporary use like mela, events or seasonal camps, etc.;
xxiv. Solar / Bio energy system;
xxv. Rain water harvesting system.

7. In-eligible Capital Investment

The following expenditures with respect to the unit shall not be eligible for incentives:

i. Working Capital;
ii. Pre-operative expenses and preliminary expenses;
iii. Second-hand plant machinery purchased or shifted from within or outside country;
iv. Interest capitalized;
v. Vehicles, furniture and fixtures, cutlery, crockery and utensils
vi. Consumable stores; inventories for maintenance or repairs;
vii. Investment on land required for setting up the unit, inclusive of the cost of the land;
viii. Any construction which is in the nature of real estate transactions, e.g., shops, flats, offices, etc. meant for sale/lease/rent.

8. Fiscal Benefits

8.1 Capital Investment Subsidy[1] to Eligible Tourism Units

S. No.	Eligible Capital Investment (Excluding the Cost of Land)	Minimum Project Expenditure (Capital Investment in INR Crore)	Percentage of Subsidy Against Fixed Capital Investment	Maximum Ceiling of Subsidy (in INR Crore)	Other Conditions
1.	Capital investment subsidy for establishing a new hotel	10-50	15%	7.5	-
		Above 50	15%	10	
2.	Capital investment subsidy for establishing a new budget hotel	2-10	15%	1.5	Locations where only 10 units are eligible.
		2-10	20%	1.75	Locations where only 5 units are eligible.
3.	Capital investment subsidy for establishing a new resort	10-50	15%	7.5	-
		Above 50	15%	10	
4.	Capital investment subsidy for establishing a new sports resort	1	10%	1	Only on equipment cost.
5.	Capital investment subsidy for establishing new tented accommodation	0.20	20%	0.50	Only on successful permanent installation (Example: Swiss cottage)
6.	Capital investment subsidy for	2-50	15%	7.5	-

[1] As per the percentage of Eligible Capital Investment

S. No.	Eligible Capital Investment (Excluding the Cost of Land)	Minimum Project Expenditure (Capital Investment in INR Crore)	Percentage of Subsidy Against Fixed Capital Investment	Maximum Ceiling of Subsidy (in INR Crore)	Other Conditions
	establishment of a new wellness centre	Above 50	15%	10	
7.	Capital investment subsidy for establishment of convention Centre	Up to 50	15%	7.5	-
		Above 50	15%	10	
8.	Capital investment subsidy for establishment of adventure tourism project, Cruise tourism unit, house boat	1	10%	1	Creation of infrastructure & installation of permanent facility/acquisition of equipment.
9.	Capital investment subsidy for the sound and light show/laser show (like Kalakriti, agra)	1	25%	2.50	Investment in the equipment cost only.
10.	Capital investment subsidy for establishing a theme park	2	10%	1	Creation of infrastructure along with installation of equipment.

Note:

- *Single unit shall not be granted capital investment subsidy under multiple tourism projects.*
- *Such unit shall not be entitled to claim the Interest Subsidy.*
- *100% Capital Investment Subsidy shall be granted post the successful start of commercial operations of the eligible tourism units.*

8.2 Interest Subsidy

(Bank loan amount should not exceed INR 5 Crore)

@5% of the Loan Amount with maximum amount of INR 25 Lakh per annum for a period of five (5) years for eligible tourism units.
The above interest subsidy would be permissible to a maximum of INR 5 crore loan and admissible subsidy to a maximum of 25 Lakh, for 5 years.

Note:

- *Tourism Units availing Interest Subsidy shall not be entitled to claim the Capital Investment Subsidy.*
- *Small hotels are encouraged to avail the Interest Subsidy.*

8.3 Stamp Duty Exemption

Eligible Tourism Units will qualify for 100% exemption of Stamp Duty and Registration Fee on sale/lease/transfer of land for the first transaction only during the effective period of this Policy. The exemption shall be processed in accordance to government order issued by Stamp & Registration Section – 2, order number-*20/ 2018/525/94–स्टा0नि0–2–2018–700(60)/2018 dated 06.06.2018.*

8.4 Conversion and Development Charges

Land use conversion and development charges shall be waived off for all new tourism units. The waiver shall be processed in accordance to government order issued by Housing & Urban Planning Section – 1, order number-465/आठ–1 –18–59 विविध/2018 *dated 25.05.2018.*

(Leasehold tourism units shall be allowed freehold as per the by-laws of the Development Authority)

8.5 Support for Sustainable Tourism for carrying out Energy Audit

A. Assistance will be extended to eligible tourism units up to 75% of the cost of carrying out Energy Audit by a recognized institution/consultant, Water Harvesting/Conservation and Environment-friendly practices like Green Buildings, Solar and other Renewable Energy measures, to a maximum token amount of INR 50,000 per unit. It shall be disbursed once during the effective period of the Policy. This assistance would be limited to maximum of two (2) individual units per year post submission of certificate stating sustainability of the unit. Moreover, such units will be accorded special recognition by the State Government.
   The recognized institution/consultant for conducting energy audit should be accredited under Bureau of Energy Efficiency. The compliance report shall also be submitted by the tourism unit bi-annually.

B. Reimbursement of 20% of the capital cost of setting up effluent/sewerage treatment plant subject to a maximum of INR 20 Lakh. Subject to a maximum of two (2) projects in a year. This shall be extended on first come first serve basis. A unit once extended the benefit shall not be eligible again for the same incentive.

8.6 Incentive for Promotion of Innovation

The policy proposes promotion of technological innovation, by providing an incentive to:

A. Technology introduced for the first time in the state; or
B. Significant leveraging of information technology; or
C. Technology products having negligible carbon footprint.

Project Cost	Number of people directly employed	Incentive Amount
Investment between INR 10-50 Crore	50	INR 10 Lakh
Investment between INR 1-10 Crore	30	INR 5 Lakh

It will be a one-time incentive, to be disbursed after the successful commissioning of the Project. Due recognition and publicity will be accorded by the State Government to innovative projects.

8.7 Support for Marketing and Promotion

All Tourism Service Providers operating in the state and registered with Department shall be eligible for this incentive. At the start of each financial year, the State Government will notify the name and number of such domestic and international events for which this incentive will be provided.

A. 50% of the space rent paid subject to a maximum of INR 30,000 per national event or INR 60,000 per international event.
B. The above incentive will be provided to two (2) events in one financial year.

Each year one National and International events shall be eligible for the above incentive. All the applications shall be received before the event and the approval for participation by the service provider shall be taken prior to event. The amount shall be reimbursed only after the event, on submission of the documents stating the participation of the service provider. This shall be extended on first come first serve basis. A unit once extended the benefit shall not be eligible again for the same incentive. For above reimbursement, selection of the events would be done by the Director General, Tourism. One company can claim for maximum two events in one financial year.

8.8 Skill Development

Short time skill development courses offered by various institutes shall be recognized by the Department of Tourism, along with the association of UPHRA, FHRAI, HRANI, TAAI, IATO and TAFI for employment generation.

A. Reimbursement of 100% of hospitality related course fees, for up to INR 10,000 per person per course, with the course duration of fortnight or more. This amount would be limited to 1,000 participants each year. 60% of the total amount will be given to the institution (50% of the amount eligible to the institution will be given prior to start of

the course and remaining 50% after completion of the course) and remaining 40% to the participant. Approval shall be given to proposals submitted by the participant prior to start of the course and the reimbursement would be made based on the actual number of participants.

B. Training to tourist guides from local areas with a one-time stipend of INR 5,000, only to tourist guides registered with the Department. The reimbursement shall be limited to training for 100 service providers for three years.
C. Tourism courses would include courses for personnel working in hotels, resorts, restaurants, transportation booking, marketing, tourist guide, ticketing and any other related course as notified by the State Government from time to time.
D. Third-party skill assessment of trainees after completion of course will be a condition precedent for the reimbursement of course fees. This assessment will be done by the nominated agency of Department of Tourism from time to time.

Under this component, skill training providers shall be recognised by the Department of Tourism on the recommendation of the committee constituted as under: -

1. Director General, Tourism – Chairperson
2. Managing Director, UPSTDC – Member
3. Finance Controller, Directorate of Tourism – Member
4. Vocational Education & Skill Development, Uttar Pradesh nominated Representative – Member
5. Institute of Hotel Management, Representative – Member

8.9 Incentives for ICT Enablement

A. The State Government will duly facilitate and support international and national level conferences, exhibitions and other events in Uttar Pradesh for the promotion of usage of ICT in the tourism sector. Financial assistance for conducting such conferences/events shall be provided to the maximum limit of INR 5 Lakh per event, as may be approved by the State Level Committee.
B. The Tourist Service Provider providing audio/video guide will be eligible for one-time assistance for up to the extent of 25% of the cost of procuring the equipment/content creation or INR 25 Lakh, whichever is less. Incentive can be availed only once by the operator during the effective period of the Policy. This incentive will be initially taken up for a few monuments only on a pilot basis.

8.10 Assistance for Research in the Tourism/Hospitality Industry

Financial assistance for up to the maximum limit of INR 10 Lakh will be provided to Recognized Travel Associations/Hotel Associations/Chamber of Commerce/Other Travel & Hospitality Bodies to carry out market research studies on travel and tourism/hospitality sector in Uttar Pradesh. The subject matter would be finalized as per the relevance and requirements of the Industry. Not more than three (3) such studies will be sanctioned each year. Preference to be given to direct hospitality association and institutes.

8.11 Employment Generation Subsidy

A. 75% reimbursement (for male worker) & 100% reimbursement (for female workers) of EPF expenditure (Employer's contribution) for a period of five (5) years for workers who are domicile of the State, to units employing more than 50 employees. Subsidy will be given only for those employees who are eligible to be member under Employee Provident Fund section 26(1)(A).
B. Employment contribution includes contribution for pension fund, provident fund,0.5% EDLI charges, 0.65% EPF administrative charges, 0.01% EDLI handling fees.

8.12 Special incentive for Disabled

Payroll assistance of INR 500 per month per worker to units employing differently abled workers, subject to a maximum of five (5) workers in a unit.

8.13 Support to Eco Tourism

100% reimbursement on achieving the certifications and standards from the Ecotourism Society of India, for up to an amount of INR 1 Lakh, subject to a maximum of two (2) units per year.

8.14 Support for reviving the scarce Art, Music, Craft, Folk Dance and Cuisine of Uttar Pradesh

Subsidy of INR 5 Lakh will be granted to individual/group involved in reviving indigenous and scarce art, music, craft, folk dance and cuisine of Uttar Pradesh. For availing the incentive, the recommendation will be provided by the committee constituted under the chairmanship of the District Magistrate of the specific district.

9. Fiscal Benefits for Heritage Properties

Heritage property which has the potential of developing into a heritage tourism place or not, its examination, project proposal and regular monitoring will be done by The District Level Committee constituted under the Chairpersonship of the District Magistrate. However, the approval for grant of subsidy will be through the State Level Committee (SLC).

9.1 Capital Investment Subsidy

A. Amount equal to the capital funding of 25% of the capital cost of the project cost or INR 1.5 Crore, whichever is less, will be given by the Government of Uttar Pradesh, under the capital investment subsidy for the construction/expansion of heritage property. 120% amount of the loan obtained by a promoter from a nationalized bank for any project of construction/extension of heritage hotel, will be considered as the project cost.
B. 25% of only that portion of this total project cost will be given by the state government as capital investment subsidy, expenditure of which is proposed to be under the capital head. The maximum limit of capital investment subsidy would be INR 1.5 Crore.

9.2 Interest Subsidy

A. In the event of getting project appraisal from financial institutions licensed and approved by the Reserve Bank of India (RBI) and on taking loan from such institutions for construction of heritage property in the state, 5% interest subsidy would be given in favour of heritage property owner, for 5 years.
B. The liability of interest subsidy would be permissible up to a maximum of 5 years period, from the date of approval of loan. The above interest subsidy would be permissible to a maximum of INR 5 Crore loan and admissible subsidy to a maximum of 25 Lakh, for 5 years.

Note*: Heritage properties are entitled to avail, both the Capital Investment Subsidy and the Interest Subsidy. Protected monuments will not be considered under this policy.*

9.3 Energy Benefit

Heritage properties can avail benefit under 'The Uttar Pradesh Solar Power Policy 2017'.

9.4 Exemption in Stamp Duty

If for establishing a heritage property, any building and its appurtenant land is purchased, then on such transfer deeds, 100% of the payable stamp duty will be exempted in the form of subsidy by the Department, provided the owner of the building and its appurtenant land is the same person.

9.5 Land Use Conversion Charges

If in any development area, where land-use is demarcated, and old properties of heritage value are converted into heritage hotel, then the concerned Development Authority would give 100% waiver in conversion charges, terming such land-use of the converted property as 'Heritage Property'. The waiver shall be processed in accordance to government order issued by Housing & Urban Planning Section – 1, order number-465 /आठ–1–18–59 विविध/2018 *dated 25.05.2018.*

9.6 Excise License Fee

For bar license in their premises, 100% waiver would be given in 'License Fee' for the first 5 years to the heritage hotels set up in the rural areas. The waiver shall be processed in accordance to government order issued by Excise Department Section – 2, order number-28/2092 ई–2/तेरह–2014–75/2013 *dated 18.11.2014.*

9.7 Road Link Route

The state government would give preference to the arrangement of better and encroachment free link roads to the heritage hotels. It will also be ascertained that the roads built by the Public Works Department (PWD) would be for public traffic and proposed roads should not be personal property.

9.8 Publicity & Broadcasting

The Department would do the publicity broadcasting of products and activities related to the heritage tourism, through mediums like the Department's tourism literature, website, etc.

9.9 Committees for Approvals of Heritage Hotels

A. Heritage zones will be earmarked, and by-law will be prepared under the below mentioned Committee: -

S. No.	Designation / Department	Title
1	Principal Secretary/Secretary Tourism	Chairman
2.	Principal Secretary/Secretary Urban Development	Member
3.	Principal Secretary/Secretary Housing	Member
4.	Principal Secretary/Secretary Culture	Member
5.	Director, Directorate of Archaeology	Member
6.	Director, Culture	Member
7.	Director, Museum	Member
8.	Chief Town Planner	Member
9.	Director General – Archaeological Survey of India, or a nominated representative	Member
10.	Director General – Tourism	Member Secretary

B. To convert heritage building into heritage hotel, approval and classification from a two-tier Committee will be mandatory. The committee constituted will be:

S. No.	Designation / Department	Title
1	District Magistrate	Chairman
2.	Sub District Magistrate	Member
3.	Executive Engineer, PWD	Member
4.	Manager, UPSTDC	Member
5.	Director, Directorate of Archaeology	Member
6.	Regional Tourist Officer	Member Secretary

10. Processing, Sanction and Disbursement Procedure

10.1 Registration of the unit

10.1.1 The tourism units who wish to apply for the incentives and concessions shall be required to register with the nodal agency and obtain a registration certificate from the Director General, Tourism, in either of the following cases:

i. Before the start of construction of the unit;
ii. Before the start of operations of the unit;
iii. Within 6 months of the start of operations.

The application form for registration of the tourism unit, need to be submitted to the Region Tourist office or Directorate of Tourism along with the required documents: -

a) DPR/Preliminary report

b) Company Profile, Area of business, Financial Turnover, Copy of Udyog Aadhar for units investing upto INR 10 Cr, For units investing above INR 10 Cr copy of IEM is required
c) Location of the Project
d) Experience of similar projects
e) Debt profile
f) Land requirement, Nature of Land (Government/Private)

Per Government Order no. 7320/15-2-1281(3) iii/T.T./2018 dated 15th February 2019, the following committee has been constituted for providing report to the nodal agency for registration of the tourism unit –

i. District Magistrate or nominated representative of the district of proposed tourism unit – Chairperson
ii. Vice Chairman/ Controlling officer of the Development Authority or nominated representative of the region of proposed tourism unit – Member
iii. Joint Director/ Deputy Director/ Regional Tourist Officer of the concerned region – Member

10.1.2 On receipt of the application for registration of any Tourism Unit, the nodal agency shall scrutinize the application along with the documents submitted by the applicant unit. On being satisfied that the application is in order, with respect to the Uttar Pradesh Tourism Policy 2018 and this Operational Guidelines, shall register the applicant unit with a number and issue a certificate to the applicant for such registration.

10.1.3 The application form for registration of the unit has been appended.

10.1.4 The registration of the unit does not guarantee that the unit will be entitled for the subsidy.

10.2 Application for subsidy/ incentives/ assistance

10.2.1 All applications for incentives along with the necessary supporting documents, shall be submitted in the prescribed format to -

The Director General
Department of Tourism,
Government of Uttar Pradesh
Paryatan Bhawan
C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010

10.2.2 Application for availing incentives/ subsidy shall be made post commercial operations of the eligible tourism units.

10.2.3 The applicant unit would have to submit the factual position of the capital investment.

10.2.4 The application forms for various subsidy, incentive and assistance have been appended.

10.3 Processing & Scrutiny of subsidy/ incentives/ assistance

10.3.1 For scrutiny of all incentives/ subsidy other than the Promotion of Innovation (Point No. 8.6 above) and Incentives for ICT Enablement (Point No. 8.9 above), an inspection committee will inspect the tourism unit. The inspection committee shall comprise of the following: -

i. District Magistrate or nominated representative of the district of proposed tourism unit – Chairperson
ii. Regional Officer of the Tourism Department, Government of Uttar Pradesh – Member
iii. One Officer nominated by the Director General Tourism – Member
iv. One Valuer/Chartered Engineer nominated by DG Tourism from amongst the panel maintained by him for this purpose – Member
v. One Chartered Accountant nominated by DG Tourism from amongst the panel maintained by him for this purpose – Member

10.3.2 The committee's report along with the proposals shall be presented to Director General Tourism for necessary action.

10.3.3 The Nodal Agency shall go into the merits of each case to decide whether the tourism unit qualifies for grant of the subsidy/ incentives/ assistance under the framework of the Uttar Pradesh Tourism Policy 2018 and will determine the quantum of subsidy to the tourism unit.

10.3.4 The nodal agency shall submit the proposal for subsidy/ incentives/ assistance to the State Level Committee through Administrative Department of the State Government for considering the sanction of the incentives.

10.4 Sanction of subsidy/ incentives/ assistance

10.4.1 The following State Level Committee (SLC) has been formulated for sanctioning of subsidy/ incentives/ assistance:

S. No.	Designation / Department	Title (SLC)
1.	IIDC – Infrastructure & Industrial Development Commissioner	Chairman
2.	Additional Chief Secretary/Principal Secretary, Infrastructure and Industrial Development, or its representative	Member
3.	Additional Chief Secretary/Principal Secretary, Finance, or its representative	Member
4.	Additional Chief Secretary/Principal Secretary, Culture, or its representative	Member
5.	Additional Chief Secretary/Principal Secretary, Forest, or its representative	Member

6.	Additional Chief Secretary/Principal Secretary, Revenue, or its representative	Member
7.	Additional Chief Secretary/Principal Secretary, Tourism, or its representative	Member
8.	Director General – Directorate of Tourism, Government of Uttar Pradesh	Member Secretary

10.4.2 The SLC shall be the competent authority to approve the recommendation of the Nodal Agency for grant of the subsidy/ incentives/ assistance.

10.4.3 The SLC may meet monthly or as per the requirement.

10.4.4 Upon approval a sanction will be issued, with respect to the benefits, by the Administrative Department of the State Government.

10.5 Disbursement of subsidy/ incentives/ assistance

The subsidy/ incentives/ assistance will be disbursed to the investor within 30 days, from receiving final approval from the State Government.

10.6 Expenses

10.6.1 All expenses towards the preparation and submission of the Application form for availing subsidy shall be borne by concerned tourism unit.

10.6.2 All expenses incurred towards services rendered by empanelled Valuers/Chartered Engineer and Chartered Accountant in respect of clause 10.3.1 above, would be borne by the Directorate of Tourism.

11. Other Provisions

11.1 Existing unit undergoing Expansion

11.1.1 Existing Tourism Unit taking up expansion of more than fifty (50) percent of its existing capacities (Built up area and investment) shall be eligible for incentives. Only the incremental investment under expansion shall be considered for incentives.

11.1.2 Only one expansion project (Commencing commercial operations within the effective period) of an existing tourism unit will be eligible for assistance during the effective period. Investment for expansion shall be considered asset gross block as on closing of the previous financial year in which the investment is being made. The same shall be validated by a Chartered Accountant Certificate.

11.1.3 Existing Tourism units proposing expansion shall be required to maintain separate books of accounts for the expansion. A new tourism unit granted benefits under these guidelines, shall also be eligible for consideration of benefits in case of expansion during the effective period.

11.2 Furnishing Information

All eligible tourism units shall be required to furnish the information as asked by the Nodal agency or State Government from time to time as a condition for disbursement, viz detailed

particulars of operations, No of people employed(direct& indirect) by the unit, sales revenue, stoppages, if any closure of unit etc. with clear reasons for same, certified particulars of increase in fixed capital investment, if any, sale/loss of fixed assets, if any change in constitution of the unit, audited statement of accounts and balance sheet of eligible unit within 6 months of close of each financial year for a period of 5 years from the date of first disbursement of incentives.

11.3 Changes in Project Parameters

Application for any modifications/changes in nature of the project, or in cost of project that effect change in its category, or for changes in registration certificate, etc. will be made by the tourism unit and will be examined by Nodal agency whose decision will be final.

11.4 Concealment/ Misrepresentation of information

If any information submitted by the tourism unit is found to be false, or benefits are found to have been drawn based on concealment of material facts, the Registration Certificate shall be cancelled, and all benefits released to the unit shall become recoverable under the applicable state laws as arrears.

11.5 Power to amend and/or relax/repeal

Notwithstanding anything contained in any of the provisions of this Operational Guidelines, the State Government, may at any time –

11.5.1 Make any amendment to this Operational Guidelines or repeal, revoke, unless otherwise, but the commitments already made for any approved project before the date of repeal shall not be affected by any such amendments or repeal;

11.5.2 Make any relaxation in applying the provisions of this Operational Guidelines on condition, or otherwise, but such relaxation shall be made on the merits of the approved projects in each case, as the State Government, may consider necessary and appropriate;

11.5.3 Issue instructions and guidelines to facilitate implementation, to remove anomalies and to clarify the interpretations of the provisions of the Operational Guideline 2019, as and when necessitated.

12. Miscellaneous

12.1 All benefits mentioned in this operational guideline except those related to exemptions/ waivers from duties/fees by the concerned Departments shall be disbursed by the designated Nodal agency. Current operational policy/guidelines of the concerned department shall prevail at the time of disbursement.

12.2 Tourism units availing incentives from any other policy or those sanctioned by any other departments of the State Government, will also be entitled to avail incentives/benefits mentioned in this policy provided the similar kind of benefits/incentives are not being availed from any other policy.

12.3 The eligible tourism unit should operate for tourism and hospitality related business only.

12.4 Finance Department shall allocate head of account for budget provisions under this operational guideline. Department of Tourism shall be the Controlling and Estimates Authority and will submit the budget estimates/revised estimates under the relevant Head of Account as also for Supplementary demands. A provision of 1% from the budget of the subsidy shall be constituted as the contingency /processing fees to meet the administrative expenditure.

12.5 At the start of each financial year, the full amount of budget provision shall be provided to the Nodal Agency in respect of the tourism units.

12.6 The budget provision for benefits pertaining to other departments will be made by the concerned departments.

12.7 All concerned Departments will issue their respective GOs for the implementation of these guidelines.

12.8 In case of any clarification regarding these provisions, the same would be provided by Department of Tourism, Govt. of Uttar Pradesh.

12.9 In case of any amendments or modifications required with Operational Guidelines 2019, the State Level Committee shall be competent to make such amendments or modifications.

12.10 All disputes relating to the scheme shall be subject to the jurisdiction of Lucknow Court.

-----End of document-----

APPLICATION FORM FOR REGISTRATION OF TOURISM UNIT

(Under 'Section 12; Grant/ Sanction of Incentives and Concessions', of the Uttar Pradesh Tourism Policy 2018)

1.	Name of Tourism Unit	
2.	Complete Postal Address of the Tourism Unit *(including PIN code)*	
3.	Mobile Number	
4.	Email and Website	
5.	Owner's Name and Address	
6.	Type of Ownership	
7.	Land Requirement and Nature of Land (Government/ Private)	
8.	Tourism Unit/ Owner PAN Number	
9.	GSTIN of Tourism Unit	
10.	Registration number of Tourism Unit (if any) (example – Sarai Act/ Shop Act/ Bar License/ Certificates of any Government Department)	
11.	Date of initiation of Tourism Unit	
12.	Expected date of completion of Tourism Unit (if any)	
13.	Total cost of Tourism Unit *(attach copy of Audited Balance Sheet)*	
14.	Number of employments to be generated	Direct: Indirect:
15.	Brief details of the Tourism Unit	

Signature of Owner

Date:

CHECKLIST OF DOCUMENTS

(To be attached with the Application Form for Registration of the Tourism Unit under Uttar Pradesh Tourism Policy 2018)

S. No.	Documents	Attached/ Not Attached
1.	Detailed Project Report/ Preliminary Report	
2.	Company Profile, Area of business, Financial Turnover	
3.	Coloured photographs of the Unit	
4.	Copy of PAN of Tourism Unit/ Owner	
5.	Copy of GSTIN of Tourism Unit	
6.	Experience of similar projects	
7.	Debt Profile	
8.	Land Documents	

Signature of Owner

Date:

INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
3. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the tourism unit.
4. All required documents, as listed in the 'Checklist of Documents' must be attached with the application form.
5. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
6. The application form must be completed in all respect and necessary supporting must be attached with the application form.
7. Use additional sheets, to provide the required information, wherever necessary.

APPLICATION FORM

CAPITAL INVESTMENT SUBSIDY TO ELIGIBLE TOURISM UNITS

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(Tourism Units availing the Capital Investment Subsidy shall not be entitled to claim the Interest Subsidy)

PART 1

1.1	Category of the Tourism Unit *(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)*	
1.2	Applicable Tourism Circuit and Location of the Tourism Unit *(Please refer Appendix 2, and tick the applicable option and write location in the circuit)*	

Tourism Circuit	Location
☐ Ramayana Circuit	
☐ Krishna / Braj Circuit	
☐ Buddhist Circuit	
☐ Wildlife and Eco-tourism Circuit	
☐ Bundelkhand Circuit	
☐ Mahabharata Circuit	
☐ Shakti Peeth Circuit	
☐ Aadhyatmik Circuit	
☐ Sufi / Kabir Circuit	
☐ Jain Circuit	
☐ Craft Circuit	
☐ Swatantrata Sangram Circuit	

1.3	Name of the Tourism Unit	
1.4	Complete Postal Address of the Tourism Unit *(With Telephone, Mobile Number & Email ID)*	
1.5	Name of the Legally Authorized Person on behalf of the Tourism Unit, to sign the application form & subsidy papers *(With Designation, Mobile Number and Email ID; Attach Government Photo ID)*	
1.6	Name of the Promoter(s) / Owner(s) / Company *(Attach additional sheet with a brief note on the business antecedents)*	

1.7	Registration Certificate Number & Date *(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)*	
1.8	Status of Promoter(s) / Owner(s) / Company *(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company & tourism unit, GSTIN and other relevant incorporation documents from the competent authority)* ☐ Public / Private Limited Company ☐ Partnership Firm ☐ Proprietorship Firm ☐ Society ☐ Trust ☐ Legal Entity, other than listed above	
1.9	Registration Number & Date of Establishment *(Of the certified entity, as listed in Point 1.8 of the application form above)*	
1.10	Start Date of Commercial Operations *(Attach the following documents)* *I. Copy of first GST return* *II. Copy of the latest GST return at the time of submission of the application form* *III. Copy of first lodging/F&B bill*	
1.11	Colored Photographs of the Tourism Unit, displaying the construction from all four sides, and its various facilities *(Attach photographs)*	☐ Attached ☐ Not Attached
1.12	Bank Details of the Tourism Unit *(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)*	

Particular	Details
Name of the Account Holder	
Bank Account Number	
Name of the Bank	
Bank Branch Address	
Bank Branch IFSC	
Bank MICR Code	

----------X----------

PART 2

(Tourism Unit Details)

2.1	Brief Description about the Tourism Unit *(Attach additional sheet for this information)*	
2.2	Details of the Site	
	I. Land Records *(Attach copy of ownership documents in form of Approved Khasra and Site Map)*	☐ Attached ☐ Not Attached
	II. Title *(Attach copy of Registered Sale Deed or Lease Deed)*	☐ Attached ☐ Not Attached
2.3	Details of Project Approvals	
	I. Date of Building Permit and name of the approving authority *(Attach a copy of building permit)*	
	II. Approved Map by the approving authority *(Attach a copy of the approved map, site plan & floor plans)*	☐ Attached ☐ Not Attached
2.4	Details of the Construction and Installation of Plant and Machinery *(Attach additional documents in support, if required)*	

S. No.	Particulars of Infrastructure	Details
I.	Total Area in Sq. Mt.	
II.	Total Build-up Area in Sq. Mt.	
III.	Open Space Area in Sq. Mt.	
IV.	Number of Floors	
V.	Number of Lettable Rooms *(List the number of rooms against each category)*	☐ AC _____ ☐ Non AC _____
VI.	Number of Beds *(List the number of beds against each category)*	☐ Single _____ ☐ Double _____
VII.	Main Hall *(Area in Sq. Mt. and its seating capacity)*	

	VIII.	Other Halls *(Number of units, area in Sq. Mt. and its seating capacity. If more than one, details are required for all units)*		
	IX.	Meeting Rooms *(Number of units, area in Sq. Mt. and its seating capacity. If more than one, details are required for all units)*		
	X.	Kitchens *(Number of units and its area in Sq. Mt. If more than one, details are required for all units)*		
	XI.	Restaurants *(Number of units, area in Sq. Mt. and its seating capacity. If more than one, details are required for all units)*		
	XII.	Stores *(Number of units, area in Sq. Mt. and its storage capacity. If more than one, details are required for all units)*		
	XIII.	Swimming Pools *(Number of units and its area in Sq. Mt. If more than one, details are required for all units)*		
	XIV.	Vehicle Parking *(Number of units, area in Sq. Mt. and its parking capacity. If more than one, details are required for all units)*		
	XV.	Other Infrastructure created, necessary to run and operate the tourism unit *(Provide details of other infrastructure, number of units, area in Sq. Mt. and its utilization purpose & capacity)*		
	XVI.	Details of Plant, Machinery & Apparatus Installed, which is necessary to run and operate the tourism unit *(Provide details of Plant, Machinery & Apparatus Installed, number of units, and its utilization purpose & capacity)*		

	XVII.	Details of Common Infrastructure, like Road / power / water / sewerage, etc., on land where ownership is with the tourism unit *(Provide details of common infrastructure, area in Sq. Mt., its utilization purpose & capacity)*	
2.5	Total Capital Cost Incurred in constructing the tourism unit, as certified by the certified Engineer / Valuer *(Attach certificate by the certified Engineer / Valuer)*		₹
2.6	Total Project Cost, as certified by the Chartered Accountant and as on the date of commercia operations *(Attach CA certificate)*		

S. No.	Head of Investment	Amount, in ₹
I.	Cost of Land	
II.	Working Capital	
III.	Cost of Building and Construction	
IV.	Installation of Plant, Machinery and Apparatus	
V.	Other Fixed Assets and Infrastructure Created *(Specify details)*	
VI.	Creation of Common Infrastructure, like Road / power / water / sewerage, etc., on land where ownership is with the tourism unit *(Specify details)*	
VII.	Other Expenditure *(Specify details)*	
TOTAL *(This should match with Line item 4 – 'Total Capital Expenditure' of Annexure A – CA Certificate)*		

2.7	Financial Arrangements *(Attach additional sheet for this information)* I. Loan from Bank / Financial Institution *(Upon approval, the capital investment subsidy will directly be transferred to the loan account. Attach copy of the loan sanction letter,in amount exceeding in respect of Term Loan amount above INR 10 Cr ,attach TEV-Techno Economic Viability Report of the financing bank)* • Sanctioned Loan Amount: ₹ • Total Disbursed Amount: ₹ • Outstanding Loan Amount, as on date: ₹ • Sanction Date: • Loan Tenure: • Name of the Bank: • Bank Branch Address: • Loan Account Number: II. Self / Promoter's Contribution: ₹ *(In case of full funding by Self / Promoter(s), the capital investment subsidy will directly be transferred to the tourism unit's bank account)*

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PART 3

3.1	Eligible Capital Expenditure on which the subsidy to be claimed *(This should match with Line item 1 – 'Eligible Capital Expenditure' of Annexure A – CA Certificate)*	₹
3.2	Subsidy Claimed *(Please refer 'Appendix 1 – Policy Provision')*	₹
3.3	Detail of Capital Investment Subsidy Claimed / Received from any other Department of Central or State Government for this unit *(Attach additional sheet for this information)*	
3.4	Any other Information or Approvals from the competent authority, applicant feels necessary to share for this claim	

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INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. Tourism Units availing the Capital Investment Subsidy shall not be entitled to claim the Interest Subsidy
3. Upon approval, the capital investment subsidy will directly be transferred to the loan account. In case of full funding by Self / Promoter(s), the capital investment subsidy will directly be transferred to the tourism unit's bank account
4. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
5. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the tourism unit.
6. All required documents, as listed in the 'Checklist of Documents' must be attached with the application form.
7. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
8. The application form must be completed in all respect and necessary supporting must be attached with the application form.
9. Use additional sheets, to provide the required information, wherever necessary.

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we have registered the Tourism Unit [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any subsidy amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be returned with a 15% simple interest to the state, otherwise it will be recovered as the land revenue. In case of any change in ownership of the tourism unit by sale, transfer, lease or otherwise, I/we will notify the Director General, Department of Tourism, Government of Uttar Pradesh, will all necessary information, within one month of the transfer becoming effective.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

ANNEXURE A

(CA Certificate for Capital Expenditure Incurred while establishing a Tourism Unit eligible for Capital Investment Subsidy under the Uttar Pradesh Tourism Policy 2018)

Certified that the applicant M/s _____
has commissioned a tourism unit [Name} _____
at [Place] _____
_____.
This tourism unit has commenced its commercial operation on _____.
The capital expenditure incurred in the tourism unit as on date of commencement of its commercial operations is as under:

S. No.	Heads of Capital Expenditure	Amount, in ₹
1.	Eligible Capital Expenditure *(This should match with Line item 3.1 – 'Eligible Capital Expenditure on which the subsidy to be claimed' of the Application Form. Break-up to be provided from line item 1.1 to 1.25)*	
1.1	Permanent structure for the project under the ownership and for use of the tourism unit, erected on land owned by the tourism unit and which is essential for its commercial operation	
1.2	Boundary wall/s	
1.3	Internal roads, drainage & entrance gate/s	
1.4	Swimming pool/s	
1.5	Store/s	
1.6	Kitchen/s	
1.7	Water supply system (pipeline, tanks, pump house, water treatment plant, etc.)	
1.8	Boiler room and chimney	
1.9	Sewerage treatment plant and waste management system	
1.10	Centralized air conditioning system	

1.11	Power supply system including sub-station, transformer, distribution system and electrification	
1.12	D.G. power backup (for self-use)	
1.13	Telecommunication tower (self-established for own use)	
1.14	Hot & cold water supply system, gas / steam supply line	
1.15	Establishment of sound, light, public address, internet system and network of fixed nature	
1.16	Installation of fire detection and fire-fighting system	
1.17	Installation of non-shiftable plant & machinery for the infrastructure such as kitchen, laundry, health club, spa, convention hall, exhibition hall, etc.	
1.18	Establishment of stationary swing sets, climbing walls, amusement / playing structure, permanent tents, etc. in play areas and parks	
1.19	Other fixed structures and plant & machinery that are essential for the commercial operation of the tourism unit	
1.20	Fees paid for obtaining technical know-how	
1.21	Installation charges of machinery / equipment / services	
1.22	Approach road, expenditure incurred for power supply including construction of sub-station, pipeline laid, water supply, water tank, pipeline for discharge of waste water & sewerage (On land where ownership is with the tourism unit)	
1.23	Fixed residential tents for tourists, meant for use round the year and not for temporary use like mela, events or seasonal camps, etc.	
1.24	Solar / Bio energy system	
1.25	Rain water harvesting system	

2.	Ineligible Capital Expenditure – As per Uttar Pradesh Tourism Policy 2018 Ineligible Items *(Break-up to be provided from line item 2.1 to 2.8)*	
2.1	Working capital	
2.2	Pre-operative and preliminary expenses	
2.3	Second-hand plant and machinery purchased or shifted from within or outside country	
2.4	Interest capitalized	
2.5	Consumable stores, inventories for maintenance or repairs	
2.6	Investment on land required for setting up the tourism unit, inclusive of the cost of the land	
2.7	Vehicles, furniture and fixtures, cutlery, crockery and utensils	
2.8	Any construction which is in nature of real estate transactions e.g., shops, flats, offices, etc. meant for sale / lease / rent	
3.	Other Expenditures *(Expenses not covered under Eligible Capital Expenditure & Ineligible Capital Expenditure. Provide details.)*	
4.	Total Capital Expenditure (1+2+3) *(This should match with Line item 2.6 – 'Total' of the Application Form)*	
5.	Arrangement of Capital	
5.1	Loan Amount from Bank / Financial Institution	
5.2	Self / Promoter's Contribution	
5.3	Contribution from other sources (with details of source)	
	Total (5.1 + 5.2 + 5.3) *(This should match with Line item 4 – 'Total Capital Expenditure', of the CA certificate)*	

CERTIFICATION

Certified that the expenditure incurred and certified herein has been verified from the ledgers including subsidiary ledgers, books of accounts and bank account/s of the tourism unit. Separate lists of head-wise expenditure are appended with the certificate. Only the expenditure incurred has been taken into account wherein it has been actually incurred and the eligible infrastructure/construction work has been completed.

Date of Issue of Certificate:
Place:

Signature
Name, Registration No., Membership No.
Unique Code of the Chartered Accountant
Address and Seal

CHECKLIST OF DOCUMENTS

(To be attached with the Application Form for the Disbursement of the Capital Investment Subsidy under the Uttar Pradesh Tourism Policy 2018)

S. No.	Document/s and Reference Point from the Application Form	Attached / Not Attached	No. of Pages of the Attached Document
1.	Government photo ID of the legally authorized person on behalf of the tourism unit (Point 1.5) *(To sign the application form & subsidy papers)*		
2.	Brief note on the business antecedents of the Promoter(s) / Owner(s) / Company of the tourism unit (Point 1.6)		
3.	Registration certificate (Point 1.7) *(As Issued by the Department of Tourism, Government of Uttar Pradesh)*		
4.	Documents in support of the status of Promoter(s) / Owner(s) / Company (As applicable) (Point 1.8) • Certificate of incorporation/registration • Memorandum of association (MOA) • Article of Association (AOA) • PAN (For both the Promoter/Owner/Company & the tourism unit) • GSTIN • Partnership deed • Other relevant incorporation documents from the competent authority		
5.	Government photo ID of the partner(s) / owner of the tourism unit – Applicable in case of Partnership & Proprietorship Firm (Point 1.8)		
6.	Proof of start of commercial operations (Point 1.10) • Copy of first GST return • Copy of the latest GST return at the time of submission of the application form • Copy of first lodging/F&B bill		
7.	Colored photographs of the tourism unit, displaying the construction from all four sides, and its various facilities (Point 1.11)		
8.	Cancelled bank cheque with name of the authorized signatory of the tourism unit (Point 1.12)		

9.	Brief description about the project (Point 2.1)		
10.	I. Land Records Ownership documents (Point 2.2) • Approved Khasra • Site map II. Title (Point 2.2) • Registered sale deed or lease deed)		
11.	Building permit from the approving authority (Point 2.3)		
12.	Approved site plan (Point 2.3)		
13.	Approved floor plans (Point 2.3)		
14.	Certificate of the total capital cost incurred in constructing the tourism unit, by the certified Engineer / Valuer (Point 2.5)		
15.	CA certificate of the total project cost, as on the date of commercial operations (Point 2.6)		
16.	Loan sanction letter from the Bank / Financial Institution (Point 2.7)		
17.	Annexure A – CA Certificate (Required)		
18.	Affidavit, as included in the application form on general stamp paper of ₹100/- (Required)		
19.	Detailed project report (DPR) (Required)		
20.	Completion certificate from the competent authority (Required)		
21.	Consent to operate, from UP Pollution Control Board (Required)		
22.	Fire NOC (Required)		
23.	Registration under Sarai Act / FSSAI certification (Required)		
24.	Bar license (If applicable)		
25.	Certificate from HRACC (If applicable)		
26.	FSSAI registration/license (As applicable)		
27.	Other documents, if any		

Appendix – 1

(Policy Provision)

(Chapter 10; Fiscal Incentives & Benefits, Point 1; Capital Investment Subsidy to Eligible Tourism Units)

S. No.	Eligible Capital Investment (Excluding the Cost of Land)	Minimum Project Expenditure (Capital Investment INR, in Crore)	Percentage of Subsidy against Fixed Capital Investment	Maximum Ceiling of Subsidy (INR, in Crore)	Other Conditions
1.	Capital Investment Subsidy for establishing a New Hotel	10-50	15%	7.5	-
		Above 50	15%	10	
2.	Capital Investment Subsidy for establishing a New Budget Hotel	2-10	15%	1.5	Locations where only 10 units are eligible.
		2-10	20%	1.75	Locations where only 5 units are eligible.
3.	Capital Investment Subsidy for establishing a New Resort	10-50	15%	7.5	-
		Above 50	15%	10	
4.	Capital Investment Subsidy for establishing a New Sports Resort	1	10%	1	Only on equipment cost.
5.	Capital Investment Subsidy for establishing New Tented Accommodation	0.20	20%	0.50	Only on successful permanent installation (Example: Swiss cottage)
6.	Capital Investment Subsidy for establishment of a New Wellness Centre	2-50	15%	7.5	-
		Above 50	15%	10	
7.	Capital Investment Subsidy for establishment of Convention Centre	Up to 50	15%	7.5	-
		Above 50	15%	10	

8.	Capital Investment Subsidy for establishment of Adventure Tourism Project, Cruise Tourism Unit, House Boat	1	10%	1	Creation of infrastructure & installation of permanent facility/acquisition of equipment.
9.	Capital Investment Subsidy for the Sound and Light Show / Laser Show (Similar to Kalakriti, Agra)	1	25%	2.50	Investment in the equipment cost only.
10.	Capital Investment Subsidy for establishing a Theme Park	2	10%	1	Creation of infrastructure along with installation of equipment.

Note:

1. Single unit shall not be granted capital investment subsidy under multiple tourism projects.
2. Such unit shall not be entitled to claim the Interest Subsidy.
3. 100% Capital Investment Subsidy shall be granted post the successful start of commercial operations of the eligible tourism units.

Appendix – 2

(Tourism Circuits for Incentives)

(Within 20 KM of all tourist sites, as per the notification from the Department of Tourism, Government of Uttar Pradesh)

The total number of Tourism Units which would be entitled for Capital Investment Subsidy and Interest Subsidy each is also mentioned against all the locations.

Example: '10 units each' means that at a particular location, 10 units are eligible for Capital Investment Subsidy and 10 units are eligible for Interest Subsidy over the validity period of the policy i.e. 5 years.

1. The Ramayana Circuit
    A. Ayodhya – 10 units each
    B. Chitrakoot – 10 units each
    C. Shringverpur – 5 units each
    D. Bijethua Mahaviran (Sultanpur) – 5 units each
    E. Bithoor (Kanpur) – 10 units each

2. The Krishna / Braj Circuit
    A. Mathura – 10 units each
    B. Vrindavan – 10 units each
    C. Goverdhan – 10 units each
    D. Gokul – 5 units each
    E. Barsana – 5 units each
    F. Nandgaon – 5 units each
    G. Baldev Mandir (Mathura) – 10 units each
    H. Mahaban (Mathura) – 10 units each

3. The Buddhist Circuit
    A. Kapilvastu – 10 units each
    B. Sarnath – 10 units each
    C. Kushinagar – 10 units each
    D. Kaushambi – 10 units each
    E. Shravasti – 10 units each
    F. Sankisa – 5 units each
    G. Atranji Khera (Etah) – 5 units each
    H. Devdeh (Maharaajganj) – 5 units each

4 Wildlife & Eco Tourism Circuit *(Within 20 KM of all Wildlife Sanctuaries and National Parks)*

A. Dudhwa National Park – 10 units each
B. Pilibhit Tiger Reserve – 10 units each
C. Bakhira Sanctuary – 5 units each
D. Chandra Prabha Wildlife Sanctuary – 5 units each
E. Hastinapur Wildlife Sanctuary – 10 units each
F. Kaimoor Sanctuary – 10 units each
G. Katarniaghat Wildlife Sanctuary – 10 units each
H. Kishanpur Wildlife Sanctuary – 10 units each
I. Lakh Bahosi Sanctuary – 10 units each
J. Mahavir Swami Sanctuary – 10 units each
K. National Chambal Wildlife Sanctuary – 5 units each
L. Nawabganj Bird Sanctuary – 10 units each
M. Parvati Arga Bird Sanctuary – 5 units each
N. Patna Bird Sanctuary – 5 units each
O. Ranipur Sanctuary – 5 units each
P. Saman Sanctuary – 5 units each
Q. Samaspur Sanctuary – 5 units each
R. Sandi Bird Sanctuary – 5 units each
S. Sohagi Barwa Sanctuary – 5 units each
T. Suhelva Sanctuary – 5 units each
U. Suraha Tal Sanctuary – 5 units each
V. Vijai Sagar Sanctuary – 5 units each
W. Shekha Jheel, Aligarh-5 units each
X. Sur Sarovar Pakshi Vihaar, Agra- 10 units each
Y. Amangarh Tiger Rerserve, Bijnor-5 units each
Z. Blackbuck Conservation Reserve, Meja (Prayagraj) -10 units each
AA. Lion Safari Park, Etawah-10 units each

Note: Construction of hotels shall be permitted only beyond the reserve area. All the laws pertaining to Forest and wildlife protection will be complied

5. The Bundelkhand Circuit

A. Charkhari (Mahoba) (Repeat) – 5 units each
B. Chitrakoot (Repeat) – 10 units each
C. Kalinjar – 5 units each
D. Jhansi – 10 units each
E. Deogarh – 10 units each
F. Lalitpur (Repeat) – 10 units each

6. The Mahabharata Circuit
   A. Hastinapur – 5 units each
   B. Kampil (Farukkhabad) – 5 units each
   C. Ahichchhatra – 5 units each
   D. Barnava (Baghpat) – 5 units each
   E. Mathura (Repeat) – 10 units each
   F. Kaushambi (Repeat) – 10 units each
   G. Gonda (Repeat) – 5 units each
   H. Lakshagraha Handia (Prayagraj)-5 units each
   I. Keechakvadh Sthal, Raath (Hamirpur)-5 units each
   J. Vidur Kuti (Bijnor)-5 units each

7. The Shakti Peeth Circuit
   A. Vindhyavasini Devi (Vindhyachal) – 10 units each
   B. Pateshwari Devi Devipatan (Balrampur) (Repeat) – 5 units each
   C. Kadavasini (Kaushambi) (Repeat) – 5 units each
   D. Lalita Devi (Naimisharanya) – 10 units each
   E. Jwala Devi (Sonbhadra) (Repeat) – 10 units each
   F. Shakumbhari Devi (Saharanpur) – 5 units each
   G. Shivani Devi (Chitrakoot) (Repeat) – 10 units each
   H. Katyayini Devi (Mathura) (Repeat) – 10 units each
   I. Sheetala Chaukia Dham (Jaunpur)-10 units each
   J. Sita Samahit Sthal (Bhadohi)-10 units each
   K. Alopi Devi (Prayagraj)-10 units each
   L. Lalita Devi (Prayagraj)-10 units each
   M. Vishalakshi Devi (Varanasi)-10 units each
   N. Belha Devi (Hamirpur)-5 units each
   O. Gayatri Shaktipeeth (Sumerpur)-5 units each
   P. Bairagarh Mata Konch (Jalaun)-5 units each
   Q. Chandika Devi Buxar(Unnao)-10 units each
   R. Kushmanda Devi Ghatampur (Kanpur Dehat)-10 units each
   S. Devkali Mandir (Auraiya)-10 units each
   T. Maa Tarkulha Devi Dham (Gorakhpur)-10 units each
   U. Maa Sheetla Mata Sthal (Mau)-10 units each

8. The Aadhyatmik Circuit
   A. Gorakhpur – 10 units each
   B. Balrampur (Repeat) – 5 units each
   C. Ghazipur (Hathiyaram, Bhudkura) – 5 units each
   D. Goriya (Mathura) (Repeat) – 10 units each
   E. Sant Ravidas Sthal (Varanasi) – 5 units each
   F. Mauni Baba,Chochakpur (Ghazipur)-5 units each
   G. Pavhari Baba Ashram (Ghazipur)-10 units each
   H. Kinaraam Ashram (Chandauli)-5 units each
   I. Triveni Sangam (Prayagraj)-10 units each
   J. Bhardwaj Ashram (Prayagraj)-10 units each
   K. Ghuisarnath Dhaam (Pratapgarh)-10 units each
   L. Bhrigu Rishi Ashram (Fatehpur)- 5 units each
   M. Vyaaspeeth Kalpi (Jalaun)-10 units each
   N. Gola Gokarn Nath(Lakhimpur Kheri)-10 units each
   O. Maa Parmeshwari Devi (Azamgarh)-10 units each
   P. Bhrigu Ashram Baleshwar (Ballia)-10 units each
   Q. Dugdheshwar Shiv Sthal (Deoria)-5 units each
   R. Makhauda Dhaam (Basti)-5 units each
   S. Shiv Mandir Shrankhla,Bateshwar (Agra)-10 units each
   T. Soron Ashram (Kasganj)-5 units each
   U. Sheetla Mata Mandir (Mainpuri)-5 units each
   V. Hanumat Dham (Shahjahanpur)-10 units each
   W. Hanuman Mandir (Shamli)-10 units each

9. The Sufi/Kabir Circuit
   A. Jayas (Amethi) – 5 units each
   B. Maghar (Sant Kabir Nagar) (Repeat) – 5 units each
   C. Salim Chishti Dargah (Fatehpur Sikri) – 5 units each
   D. Dewa Sharif (Barabanki) – 5 units each
   E. Dargah Marehra Sharif (Etah)-5 units each
   F. Dargah Sufi Shah Sharif(Firozabad)-5 units each
   G. Dargah Shafi Shah Sharif (Firozabad)-10 units each
   H. Lahartara Ashram Kabir Janam Sthali(Varanasi)-10 units each
   I. Khanqah-e-Niyazia (Bareilly)-10 units each
   J. Kichhauchha Sharif (Ambedkarnagar)-10 units each

10. The Jain Circuit
   A. Deogarh (Repeat) – 5 units each
   B. Hastinapur (Repeat) – 5 units each

C. Vahelna (Muzaffarnagar) (Repeat) – 5 units each
D. Baghpat (Repeat) – 5 units each
E. Bateshwar (Repeat) – 5 units each
F. Kampil (Farrukhabad) (Repeat) – 5 units each
G. Parshwanath(Varanasi)-5 units each
H. Shreyansanatha(Varanasi)-5 units each
I. Suparshvanatha(Varanasi)-5 units each
J. Chandraprabhu (Varanasi)-10 units each
K. Chandravar Jain Mandir(Firozabad)-5 units each
L. Bahubali Jain Mandir (Firozabad)-10 units each
M. Mangalayatan Jain Mandir (Hathras)-10 units each
N. Ahikshetra Parshwanath Digambar Jain Mandir (Ramnagar)-10 units each

11. Craft Circuit
A. Marble Inlay and Zardozi (Agra)-10 units each
B. Glass Craft(Firozabad)-10 units each
C. Glass beeds Craft,Purdil Nagar (Hathras)-10 units each
D. Tarkashi Craft (Mainpuri)-10 units each
E. Brass Craft (Moradabad)-10 units each
F. Brass Craft and Tala (Aligarh)-5 units each
G. Wooden Craft (Saharanpur)-10 units each
H. Muda Craft (Hapur)-10 units each
I. Hathkargha,Pilkhuwa (Hapur)-10 units each
J. Banarasi Saree (Varanasi)-10 units each
K. Gulabi Meenakari (Varanasi)-10 units each
L. Wooden Toys(Varanasi)-10 units
M. Stone Carving (Varanasi)-10 units each
N. Zari work (Jaunpur)-10 units each
O. Brass Utensils (Mirzapur)-10 units each
P. Pottery Udyog (Chunar)- 10 units each
Q. Brass Craft, Jakhora (Lalitpur)- 10 units each
R. Brass Craft, Amra (Jhansi)- 10 units each
S. Silverfish Craft, Maudaha (Hamirpur)-5 units each
T. Shazar Stone Craft (Banda)- 10 units each
U. Paper Craft, Kalpi (Jalaun)-5 units each
V. Glazed Pottery (Rampur)- 10 units each
W. Carpet Craft (Amroha)- 10 units each
X. Khurja Pottery (Bulandshahr)- 10 units each
Y. Carpet Craft (Sambhal)- 10 units each
Z. Terracotta (Gorakhpur)- 10 units each

12. Swatantrata Sangram Circuit
    A. Meerut – 10 units each
    B. Shahjahanpur – 10 units each
    C. Kakori – 10 units each

Note: A few locations fall under two or more tourism circuits. All such locations are marked as (Repeat) i.e. repeated locations. Any tourism unit will be entitled to obtain subsidy only under one tourism circuit.

-----End of Document-----

APPLICATION FORM

INTEREST SUBSIDY TO ELIGIBLE TOURISM UNITS

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(Tourism Units availing the Interest Subsidy shall not be entitled to claim the Capital Investment Subsidy)

PART 1

1.1	Category of the Tourism Unit *(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)*	
1.2	Applicable Tourism Circuit and Location of the Tourism Unit *(Please refer Appendix 2, and tick the applicable option and write location in the circuit)*	

Tourism Circuit	Location
☐ Ramayana Circuit	
☐ Krishna / Braj Circuit	
☐ Buddhist Circuit	
☐ Wildlife and Eco-tourism Circuit	
☐ Bundelkhand Circuit	
☐ Mahabharata Circuit	
☐ Shakti Peeth Circuit	
☐ Aadhyatmik Circuit	
☐ Sufi / Kabir Circuit	
☐ Jain Circuit	
☐ Craft Circuit	
☐ Swatantrata Sangram Circuit	

1.3	Name of the Tourism Unit	
1.4	Complete Postal Address of the Tourism Unit *(With Telephone, Mobile Number & Email ID)*	
1.5	Name of the Legally Authorized Person on behalf of the Tourism Unit, to sign the application form & subsidy papers *(With Designation, Mobile Number and Email ID; Attach Government Photo ID)*	
1.6	Name of the Promoter(s) / Owner(s) / Company *(Attach additional sheet with a brief note on the business antecedents)*	

1.7	Registration Certificate Number & Date *(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)*	
1.8	Status of Promoter(s) / Owner(s) / Company *(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company & tourism unit, GSTIN and other relevant incorporation documents from the competent authority)* ☐ Public / Private Limited Company ☐ Partnership Firm ☐ Proprietorship Firm ☐ Society ☐ Trust ☐ Legal Entity, other than listed above	
1.9	Registration Number & Date of Establishment *(Of the certified entity, as listed in Point 1.8 of the application form above)*	
1.10	Start Date of Commercial Operations *(Attach the following documents)* *I. Copy of first GST return* *II. Copy of the latest GST return at the time of submission of the application form* III. *Copy of first lodging/F&B bill*	
1.11	Colored Photographs of the Tourism Unit, displaying the construction from all four sides, and its various facilities *(Attach photographs)*	☐ Attached ☐ Not Attached
1.12	Bank Details of the Tourism Unit, *for transfer of the subsidy* *(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)*	

Particular	Details
Name of the Account	
Bank Account Number	
Name of the Bank	
Bank Branch Address	
Bank Branch IFSC	
Bank Branch MICR Code	

----------X----------

PART 2

(Details of the Loan from the Bank / Financial Institution)

2.1	Brief Description about the Tourism Unit *(Attach additional sheet for this information)*	
2.2	Financial Arrangements *(Attach the loan sanction letter from the Bank / Financial Institution) in amount exceeding in respect of Term Loan amount above INR 10 Cr, attach TEV(Techno Economic Viability) report of the financing bank.* Loan from Bank / Financial Institution *(Upon approval, the interest subsidy will directly be transferred to the loan account)* • Sanctioned Loan Amount: ₹ • Sanction Date: • Loan Tenure: • Name of the Bank: • Bank Branch Address: • Loan Account Number: • Payable Interest Rate at the time of Sanction/Disbursement: • First Disbursement Date: • First Amount Disbursed: ₹ • Total Amount Disbursed at the time of the application: ₹	
2.3	Details of Interest Subsidy Applied for *(Please refer Appendix 1 – Policy Provision)* • *The tourism unit must provide the loan & the interest details for the Financial Years, in the template provided in Annexure A* • *Please submit a certificate from the loan sanctioning Bank / Financial Institution, on its letterhead containing the details of Annexure A; Table up to Column (4) only. Separate certificate will be required in the same format for each financial year, that the interest subsidy is being claimed for* • *The above interest subsidy would be permissible to a maximum of INR 5 crore loan and admissible subsidy to a maximum of 25 Lakh, for 5 years.*	

----------X----------

PART 3

3.1	Detail of Interest Subsidy Claimed / Received from any other Department of Central or State Government for this unit *(Attach the loan & the interest details for the Financial Years, in the template provided in Annexure A)*	
3.2	Any other Information or Approvals from the competent authority, applicant feels necessary to share for this claim	

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INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. Tourism Units availing the Interest Subsidy shall not be entitled to claim the Capital Investment Subsidy
3. Upon approval, the interest subsidy will directly be transferred to the loan account
4. The interest subsidy eligible under the scheme shall be limited for a maximum loan amount of INR 5 Crore ,in case the loan amount exceeds the 5 crore the disbursing bank shall while certifying the outstanding for the financial year concerned bifurcate the excess amount and show the same separately. The interest subsidy shall be limited to the ledger showing the INR 5 Crore loan separately, which shall be reducing at the end of each financial year
5. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
6. The complete application form and all supporting documents submitted must be self-Attested on each page, by the authorized representative of the tourism unit.
7. All required documents, as listed in the 'Checklist of Documents' must be attached with the application form.
8. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
9. The application form must be completed in all respect and necessary supporting must be attached with the application form.
10. Use additional sheets, to provide the required information, wherever necessary.

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we have registered the Tourism Unit [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any subsidy amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be returned with a 15% simple interest to the state, otherwise it will be recovered as the land revenue. In case of any change in ownership of the tourism unit by sale, transfer, lease or otherwise, I/we will notify the Director General, Department of Tourism, Government of Uttar Pradesh, will all necessary information, within one month of the transfer becoming effective.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

ANNEXURE A

(To be produced on the letterhead of the loan sanctioning Bank / Financial Institution)

- Interest Subsidy Calculation for the Financial Year: _____

Provide details of the Interest paid during the Financial Year _____, in the table below:

Period		Details of the Interest Paid		
From (1)	To (2)	Interest Rate (3)	Interest Amount Paid, in ₹ (4)	Eligible Interest Subsidy @ 5%, in ₹ (5)
Calculation of the Eligible Interest Subsidy @ 5% →				*(5) = (4)÷(3) * 5*
Total interest amount paid during the Financial Year				

- Opening balance at the beginning of the FY: ₹ _____
- Principal amount paid during the FY: ₹ _____
- Total interest amount paid during the FY: ₹ _____
- Total interest amount charged during the FY: ₹ _____
- Outstanding balance at the end of FY: ₹ _____

An indicative illustration of the details of the interest paid is shown below:

Period		Details of the Interest Paid		
From (1)	To (2)	Annual Interest Rate (3)	Interest Amount Paid, in ₹ (4)	Eligible Interest Subsidy @ 5%, in ₹ (5)
Calculation of the Eligible Interest Subsidy @ 5% →				*(5) = (4)÷(3) * 5*
1 April 2018	20 May 2018	10%	5000	(5000÷10) * 5 = 2500
21 May 2018	3 January 2019	9.8%	4600	(4600÷9.8) * 5 = 2347
4 January 2019	31 March 2019	9.6%	4200	(4200÷9.6) * 5 = 2187
Total interest amount paid during the Financial Year			13800	7034

Figures used above are purely indicative and have been used for the purpose of illustration only.

CHECKLIST OF DOCUMENTS

(To be attached with the Application Form for the Disbursement of the Interest Subsidy under the Uttar Pradesh Tourism Policy 2018)

S. No.	Document/s and Reference Point from the Application Form	Attached / Not Attached	No. of Pages of the Attached Document
1.	Government photo ID of the legally authorized person on behalf of the tourism unit (Point 1.5) *(To sign the application form & subsidy papers)*		
2.	Brief note on the business antecedents of the Promoter(s) / Owner(s) / Company of the tourism unit (Point 1.6)		
3.	Registration certificate (Point 1.7) *(As Issued by the Department of Tourism, Government of Uttar Pradesh)*		
4.	Documents in support of the status of Promoter(s) / Owner(s) / Company (As applicable) (Point 1.8) • Certificate of incorporation/registration • Memorandum of association (MOA) • Article of Association (AOA) • PAN (For both the Promoter/Owner/Company & the tourism unit) • GSTIN • Partnership deed • Other relevant incorporation documents from the competent authority		
5.	Government photo ID of the partner(s) / owner of the tourism unit – Applicable in case of Partnership & Proprietorship Firm (Point 1.8)		
6.	Proof of start of commercial operations (Point 1.10) - Copy of first GST return - Copy of the latest GST return at the time of submission of the application form - Copy of first lodging/F&B bill		
7.	Colored photographs of the tourism unit, displaying the construction from all four sides, and its various facilities (Point 1.11)		
8.	Cancelled bank cheque with name of the authorized signatory of the tourism unit (Point 1.12)		

9.	Brief description about the project (Point 2.1)		
10.	Loan sanction letter from the Bank / Financial Institution (Point 2.2)		
11.	Certificate from the loan sanctioning Bank / Financial Institution, on its letterhead containing the details of Annexure A, up to Column 4 only. Separate certificate will be required in the same format for each financial year, that the interest subsidy is being claimed for (Point 2.3)		
12.	Affidavit, as included in the application form on general stamp paper of ₹100/- (Required)		
13.	I.Land Records Ownership documents (Required) • Approved Khasra • Site map II. Title (Required) • Registered sale deed or lease deed)		
14.	Building permit from the approving authority (Required)		
15.	Approved site plan (Required)		
16.	Approved floor plans (Required)		
17.	Detailed project report (DPR) (Required)		
18.	Completion certificate from the competent authority (Required)		
19.	Consent to operate, from UP Pollution Control Board (Required)		
20.	Fire NOC (Required)		
21.	Registration under Sarai Act / FSSAI certification (Required)		
22.	Bar license (If applicable)		
23.	Certificate from HRACC (If applicable)		
24.	FSSAI registration/license (As applicable)		
25.	Other documents, if any		

Appendix – 1

(Policy Provision)

(Chapter 10; Fiscal Incentives & Benefits, Point 2; Interest Subsidy to Eligible Tourism Units in the Tourism Circuits)

Interest Subsidy to Eligible Tourism Units in the Tourism Circuits *(Bank loan amount should not exceed INR 5 Crore)*

@5% of the Loan Amount with maximum amount of INR 25 Lakh per annum for a period of five years for eligible tourism units.

Note:

1. Tourism Units availing Interest Subsidy shall not be entitled to claim the Capital Investment Subsidy.
2. Small hotels are encouraged to avail the Interest Subsidy.
3. The above interest subsidy would be permissible to a maximum of INR 5 crore loan and admissible subsidy to a maximum of 25 Lakh, for 5 years.

Appendix – 2

(Tourism Circuits for Incentives)

(Within 20 KM of all tourist sites, as per the notification from the Department of Tourism, Government of Uttar Pradesh)

The total number of Tourism Units which would be entitled for Capital Investment Subsidy and Interest Subsidy each is also mentioned against all the locations.

Example: '10 units each' means that at a particular location, 10 units are eligible for Capital Investment Subsidy and 10 units are eligible for Interest Subsidy over the validity period of the policy i.e. 5 years.

1. The Ramayana Circuit
    A. Ayodhya – 10 units each
    B. Chitrakoot – 10 units each
    C. Shringverpur – 5 units each
    D. Bijethua Mahaviran (Sultanpur) – 5 units each
    E. Bithoor (Kanpur) – 10 units each

2. The Krishna / Braj Circuit
    A. Mathura – 10 units each
    B. Vrindavan – 10 units each
    C. Goverdhan – 10 units each
    D. Gokul – 5 units each
    E. Barsana – 5 units each
    F. Nandgaon – 5 units each
    G. Baldev Mandir (Mathura) – 10 units each
    H. Mahaban (Mathura) – 10 units each

3. The Buddhist Circuit
    A. Kapilvastu – 10 units each
    B. Sarnath – 10 units each
    C. Kushinagar – 10 units each
    D. Kaushambi – 10 units each
    E. Shravasti – 10 units each
    F. Sankisa – 5 units each
    G. Atranji Khera (Etah) – 5 units each
    H. Devdeh (Maharaajganj) – 5 units each

4. Wildlife & Eco Tourism Circuit *(Within 20 KM of all Wildlife Sanctuaries and National Parks)*
   A. Dudhwa National Park – 10 units each
   B. Pilibhit Tiger Reserve – 10 units each
   C. Bakhira Sanctuary – 5 units each
   D. Chandra Prabha Wildlife Sanctuary – 5 units each
   E. Hastinapur Wildlife Sanctuary – 10 units each
   F. Kaimoor Sanctuary – 10 units each
   G. Katarniaghat Wildlife Sanctuary – 10 units each
   H. Kishanpur Wildlife Sanctuary – 10 units each
   I. Lakh Bahosi Sanctuary – 10 units each
   J. Mahavir Swami Sanctuary – 10 units each
   K. National Chambal Wildlife Sanctuary – 5 units each
   L. Nawabganj Bird Sanctuary – 10 units each
   M. Parvati Arga Bird Sanctuary – 5 units each
   N. Patna Bird Sanctuary – 5 units each
   O. Ranipur Sanctuary – 5 units each
   P. Saman Sanctuary – 5 units each
   Q. Samaspur Sanctuary – 5 units each
   R. Sandi Bird Sanctuary – 5 units each
   S. Sohagi Barwa Sanctuary – 5 units each
   T. Suhelva Sanctuary – 5 units each
   U. Suraha Tal Sanctuary – 5 units each
   V. Vijai Sagar Sanctuary – 5 units each
   W. Shekha Jheel, Aligarh-5 units each
   X. Sur Sarovar Pakshi Vihaar, Agra- 10 units each
   Y. Amangarh Tiger Rerserve, Bijnor-5 units each
   Z. Blackbuck Conservation Reserve, Meja (Prayagraj) -10 units each
   AA. Lion Safari Park, Etawah-10 units each

Note: Construction of hotels shall be permitted only beyond the reserve area. All the laws pertaining to Forest and wildlife protection will be complied

5. The Bundelkhand Circuit
   A. Charkhari (Mahoba) (Repeat) – 5 units each
   B. Chitrakoot (Repeat) – 10 units each
   C. Kalinjar – 5 units each
   D. Jhansi – 10 units each
   E. Deogarh – 10 units each
   F. Lalitpur (Repeat) – 10 units each

6. The Mahabharata Circuit
   A. Hastinapur – 5 units each
   B. Kampil (Farukkhabad) – 5 units each
   C. Ahichchhatra – 5 units each
   D. Barnava (Baghpat) – 5 units each
   E. Mathura (Repeat) – 10 units each
   F. Kaushambi (Repeat) – 10 units each
   G. Gonda (Repeat) – 5 units each
   H. Lakshagraha Handia (Prayagraj)-5 units each
   I. Keechakvadh Sthal, Raath (Hamirpur)-5 units each
   J. Vidur Kuti (Bijnor)-5 units each

7. The Shakti Peeth Circuit
   A. Vindhyavasini Devi (Vindhyachal) – 10 units each
   B. Pateshwari Devi Devipatan (Balrampur) (Repeat) – 5 units each
   C. Kadavasini (Kaushambi) (Repeat) – 5 units each
   D. Lalita Devi (Naimisharanya) – 10 units each
   E. Jwala Devi (Sonbhadra) (Repeat) – 10 units each
   F. Shakumbhari Devi (Saharanpur) – 5 units each
   G. Shivani Devi (Chitrakoot) (Repeat) – 10 units each
   H. Katyayini Devi (Mathura) (Repeat) – 10 units each
   I. Sheetala Chaukia Dham (Jaunpur)-10 units each
   J. Sita Samahit Sthal (Bhadohi)-10 units each
   K. Alopi Devi (Prayagraj)-10 units each
   L. Lalita Devi (Prayagraj)-10 units each
   M. Vishalakshi Devi (Varanasi)-10 units each
   N. Belha Devi (Hamirpur)-5 units each
   O. Gayatri Shaktipeeth (Sumerpur)-5 units each
   P. Bairagarh Mata Konch (Jalaun)-5 units each
   Q. Chandika Devi Buxar(Unnao)-10 units each
   R. Kushmanda Devi Ghatampur (Kanpur Dehat)-10 units each
   S. Devkali Mandir (Auraiya)-10 units each
   T. Maa Tarkulha Devi Dham (Gorakhpur)-10 units each
   U. Maa Sheetla Mata Sthal (Mau)-10 units each

8. The Aadhyatmik Circuit
   A. Gorakhpur – 10 units each
   B. Balrampur (Repeat) – 5 units each
   C. Ghazipur (Hathiyaram, Bhudkura) – 5 units each
   D. Goriya (Mathura) (Repeat) – 10 units each
   E. Sant Ravidas Sthal (Varanasi) – 5 units each
   F. Mauni Baba,Chochakpur (Ghazipur)-5 units each
   G. Pavhari Baba Ashram (Ghazipur)-10 units each
   H. Kinaraam Ashram (Chandauli)-5 units each
   I. Triveni Sangam (Prayagraj)-10 units each
   J. Bhardwaj Ashram (Prayagraj)-10 units each
   K. Ghuisarnath Dhaam (Pratapgarh)-10 units each
   L. Bhrigu Rishi Ashram (Fatehpur)- 5 units each
   M. Vyaaspeeth Kalpi (Jalaun)-10 units each
   N. Gola Gokarn Nath(Lakhimpur Kheri)-10 units each
   O. Maa Parmeshwari Devi (Azamgarh)-10 units each
   P. Bhrigu Ashram Baleshwar (Ballia)-10 units each
   Q. Dugdheshwar Shiv Sthal (Deoria)-5 units each
   R. Makhauda Dhaam (Basti)-5 units each
   S. Shiv Mandir Shrankhla,Bateshwar (Agra)-10 units each
   T. Soron Ashram (Kasganj)-5 units each
   U. Sheetla Mata Mandir (Mainpuri)-5 units each
   V. Hanumat Dham (Shahjahanpur)-10 units each
   W. Hanuman Mandir (Shamli)-10 units each

9. The Sufi/Kabir Circuit
   A. Jayas (Amethi) – 5 units each
   B. Maghar (Sant Kabir Nagar) (Repeat) – 5 units each
   C. Salim Chishti Dargah (Fatehpur Sikri) – 5 units each
   D. Dewa Sharif (Barabanki) – 5 units each
   E. Dargah Marehra Sharif (Etah)-5 units each
   F. Dargah Sufi Shah Sharif(Firozabad)-5 units each
   G. Dargah Shafi Shah Sharif (Firozabad)-10 units each
   H. Lahartara Ashram Kabir Janam Sthali(Varanasi)-10 units each
   I. Khanqah-e-Niyazia (Bareilly)-10 units each
   J. Kichhauchha Sharif (Ambedkarnagar)-10 units each

10. The Jain Circuit
   A. Deogarh (Repeat) – 5 units each
   B. Hastinapur (Repeat) – 5 units each

C. Vahelna (Muzaffarnagar) (Repeat) – 5 units each
D. Baghpat (Repeat) – 5 units each
E. Bateshwar (Repeat) – 5 units each
F. Kampil (Farrukhabad) (Repeat) – 5 units each
G. Parshwanath(Varanasi)-5 units each
H. Shreyansanatha(Varanasi)-5 units each
I. Suparshvanatha(Varanasi)-5 units each
J. Chandraprabhu (Varanasi)-10 units each
K. Chandravar Jain Mandir(Firozabad)-5 units each
L. Bahubali Jain Mandir (Firozabad)-10 units each
M. Mangalayatan Jain Mandir (Hathras)-10 units each
N. Ahikshetra Parshwanath Digambar Jain Mandir (Ramnagar)-10 units each

11. Craft Circuit
A. Marble Inlay and Zardozi (Agra)-10 units each
B. Glass Craft(Firozabad)-10 units each
C. Glass beeds Craft,Purdil Nagar (Hathras)-10 units each
D. Tarkashi Craft (Mainpuri)-10 units each
E. Brass Craft (Moradabad)-10 units each
F. Brass Craft and Tala (Aligarh)-5 units each
G. Wooden Craft (Saharanpur)-10 units each
H. Muda Craft (Hapur)-10 units each
I. Hathkargha,Pilkhuwa (Hapur)-10 units each
J. Banarasi Saree (Varanasi)-10 units each
K. Gulabi Meenakari (Varanasi)-10 units each
L. Wooden Toys(Varanasi)-10 units
M. Stone Carving (Varanasi)-10 units each
N. Zari work (Jaunpur)-10 units each
O. Brass Utensils (Mirzapur)-10 units each
P. Pottery Udyog (Chunar)- 10 units each
Q. Brass Craft, Jakhora (Lalitpur)- 10 units each
R. Brass Craft, Amra (Jhansi)- 10 units each
S. Silverfish Craft, Maudaha (Hamirpur)-5 units each
T. Shazar Stone Craft (Banda)- 10 units each
U. Paper Craft, Kalpi (Jalaun)-5 units each
V. Glazed Pottery (Rampur)- 10 units each
W. Carpet Craft (Amroha)- 10 units each
X. Khurja Pottery (Bulandshahr)- 10 units each
Y. Carpet Craft (Sambhal)- 10 units each
Z. Terracotta (Gorakhpur)- 10 units each

12. Swatantrata Sangram Circuit
    A. Meerut – 10 units each
    B. Shahjahanpur – 10 units each
    C. Kakori – 10 units each

Note: A few locations fall under two or more tourism circuits. All such locations are marked as (Repeat) i.e. repeated locations. Any tourism unit will be entitled to obtain subsidy only under one tourism circuit.

-----End of Document-----

AFFIDAVIT

STAMP DUTY EXEMPTION

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(On General Stamp Paper worth ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that I/we have registered the Tourism Unit [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We undertake that I/we intend to avail 100% 'Stamp Duty Exemption' on sale/lease/transfer of land for the tourism unit, for the first transaction only as per provisions of the Uttar Pradesh Tourism Policy 2018, and that I/we shall construct the tourism unit and start commercial operations thereof within 3 years from the date of availing the Stamp Duty Exemption. I/We also understand that I/we may be allowed additional period of not exceeding 2 years by the Director General, Department of Tourism, Government of Uttar Pradesh, for the same. Further, I/we agree, that if I/we are not able to start commercial operations of the tourism unit within the allowed period, or such extended period, or do not abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018, I/we are liable to pay an amount equivalent to the Stamp Duty Exemption availed, along with simple interest at the rate of 15%. I/We will also pay any additional recovery/penalty as per the provisions of the Stamp and Registration Department, Government of Uttar Pradesh, in respect of the exemption availed. I/We also understand that in case of non-payment of the amount due, it will be recovered as the land revenue.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

-----End of Document-----

AFFIDAVIT

CONVERSION & DEVELOPMENT CHARGES

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(On General Stamp Paper worth ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that I/we have registered the Tourism Unit [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We undertake that I/we intend to avail 100% 'Stamp Duty Exemption' on sale/lease/transfer of land for the tourism unit, for the first transaction only as per provisions of the Uttar Pradesh Tourism Policy 2018, and that I/we shall construct the tourism unit and start commercial operations thereof within 3 years from the date of availing the Stamp Duty Exemption. I/We also understand that I/we may be allowed additional period of not exceeding 2 years by the Director General, Department of Tourism, Government of Uttar Pradesh, for the same. Further, I/we agree, that if I/we are not able to start commercial operations of the tourism unit within the allowed period, or such extended period, or do not abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018, I/we are liable to pay an amount equivalent to the Stamp Duty Exemption availed, along with simple interest at the rate of 15%. I/We will also pay any additional recovery/penalty as per the provisions of the Stamp and Registration Department, Government of Uttar Pradesh, in respect of the exemption availed. I/We also understand that in case of non-payment of the amount due, it will be recovered as the land revenue.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

-----End of Document-----

APPLICATION FORM

SUPPORT FOR SUSTAINABLE TOURISM FOR CARRYING OUT ENERGY AUDIT

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(Applicable across the state of Uttar Pradesh, in respect of New Tourism Units and Existing Tourism Units undergoing expansion, during the operative period of the policy)

PART 1

1.1	**Category of the Tourism Unit** *(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)*	
1.2	**Name of the Tourism Unit**	
1.3	**Complete Postal Address of the Tourism Unit** *(With Telephone, Mobile Number & Email ID)*	
1.4	**Name of the Legally Authorized Person on behalf of the Tourism Unit**, to sign the application form *(With Designation, Mobile Number and Email ID; Attach Government Photo ID)*	
1.5	**Name of the Promoter(s) / Owner(s) / Company** *(Attach additional sheet with a brief note on the business antecedents)*	
1.6	**Registration Certificate Number & Date** *(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)*	
1.7	**Status of Promoter(s) / Owner(s) / Company** *(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company & tourism unit, GSTIN and other relevant incorporation documents from the competent authority)* ☐ Public / Private Limited Company ☐ Partnership Firm ☐ Proprietorship Firm ☐ Society ☐ Trust ☐ Legal Entity, other than listed above	
1.8	**Registration Number & Date of Establishment** *(Of the certified entity, as listed in Point 1.7 of the application form above)*	

<table>
<tr><td>1.9</td><td>Start Date of Commercial Operations
(Attach the following documents)
I. Copy of first GST return
II. Copy of the latest GST return at the time of submission of the application form
III. Copy of first lodging/F&B bill</td><td></td></tr>
<tr><td>1.10</td><td>Colored Photographs of the Tourism Unit & the Effluent / Sewerage Treatment Plant
(Attach photographs)</td><td>☐ Attached
☐ Not Attached</td></tr>
<tr><td>1.11</td><td colspan="2">Bank Details of the Tourism Unit, for transfer of the reimbursement
(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)
<table>
<tr><th>Particular</th><th>Details</th></tr>
<tr><td>Name of the Account Holder</td><td></td></tr>
<tr><td>Bank Account Number</td><td></td></tr>
<tr><td>Name of the Bank</td><td></td></tr>
<tr><td>Bank Branch Address</td><td></td></tr>
<tr><td>Bank Branch IFSC</td><td></td></tr>
<tr><td>Bank Branch MICR Code</td><td></td></tr>
</table></td></tr>
</table>

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PART 2

(Details of the Project)

2.1	**Brief Description about the Tourism Unit** *(Attach additional sheet for this information)*	
	Provide Details in 2.2 or 2.3 ***(As applicable)***	
2.2	**Details of the Energy Audit** *(Only applicable on the Clause-A, listed in Appendix – Policy Provision)*	
	Energy Audit Recommendation Report / Certificate Number and Date of Issue *(Attach copy of Energy Audit Recommendation Report / Certificate. Energy audits done only by 'Bureau of Energy Efficiency' accredited auditors will be considered eligible)*	
	Name & Address of the Consultant / Institute, carrying out the energy audit. *(Only 'Bureau of Energy Efficiency' accredited auditors will be considered eligible.* • *Attach the profile, registration certificate, copy/details of the 'Bureau of Energy Efficiency' accreditation and credentials of the Institute / Consultant, carrying out the energy audit* • *Use additional sheets to provide this information*	
	Compliance of the Energy Audit • *Provide details on the steps taken to comply and adhere with the recommendations of the energy audit*	
	Cost of Energy Audit *(Attach copy of the invoice and proof of payment made to the 'Bureau of Energy Efficiency' accredited Consultant / Institute, carrying out the energy audit)*	₹
	Reimbursement Amount Claimed *(Please refer Clause-A, listed in 'Appendix – Policy Provision')*	₹

<table>
<tr><td>2.3</td><td>Details of the Effluent / Sewerage Treatment Plant
(Only applicable on the Clause-B, listed in Appendix – Policy Provision. Tourism units claiming this reimbursement cannot claim this expense under the Capital Investment Subsidy)
<table>
<tr><td>Date of Commissioning of the Effluent / Sewerage Treatment Plant</td><td></td></tr>
<tr><td>Capital Cost of setting up the Effluent / Sewerage Treatment Plant
(Attach CA Certificate, copy of invoices and proof of payment made to the agency/vendor setting up the Effluent / Sewerage Treatment Plant)</td><td>₹</td></tr>
<tr><td>Reimbursement Amount Claimed
(Please refer Clause-B, listed in ‘Appendix – Policy Provision’)</td><td>₹</td></tr>
</table></td></tr>
<tr><td>2.4</td><td>Detail of any Benefit on Energy Audit or Sewerage Treatment Plant Claimed / Received from any other Department of Central or State Government for this unit</td><td></td></tr>
<tr><td>2.5</td><td>Any other Information from the competent authority, applicant feels necessary to share for this claim</td><td></td></tr>
</table>

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INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. This incentive is applicable across the state of Uttar Pradesh, in respect of New Tourism Units and Existing Tourism Units undergoing expansion, during the operative period of the policy
3. Tourism units claiming 'Reimbursement of 20% of the capital cost of setting up effluent/sewerage treatment plant' cannot claim this expense under the Capital Investment Subsidy
4. The claim can be submitted at least six months after the certification, during which the tourism unit is required to comply with prescriptions of the audit, if any
5. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
6. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the tourism unit.
7. All required documents must be attached with the application form.
8. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
9. The application form must be completed in all respect and necessary supporting must be attached with the application form.
10. Use additional sheets, to provide the required information, wherever necessary.

CHARTERED ACCOUNTANT CERTIFICATE

(For the Capital Cost incurred for setting up the Effluent/Sewerage Treatment Plant at the Tourism Unit)

Certified that the applicant unit M/s _____ has commissioned a tourism unit [Name] _____ _____ at [Place] _____ _____.

This tourism unit has commenced its commercial operation on _____. The capital cost incurred for setting up the Effluent / Sewerage Treatment Plant at the tourism unit is (In words) ₹ _____.

(Note: A detailed break-up of the expenditure incurred towards the capital cost for setting up the Effluent / Sewerage Treatment Plant at the tourism unit to be certified by the chartered accountant)

Certified that the expenditure given in this certificate, has been verified from the ledgers, books of accounts, bank account/s of the tourism unit. Separate lists of head-wise expenditure are appended with the certificate. Only those expenditures have been taken into account wherein actual expenditure has been made and infrastructure/ construction work has been completed.

Date of Issue of Certificate:
Place:

Signature
Name, Registration No., Membership No.
Unique Code of the Chartered Accountant
Address and Seal

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we have registered the Tourism Unit [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any reimbursement amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be recovered with 15% simple interest by the Department of Tourism, Government of Uttar Pradesh.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

Appendix – Policy Provision

(Chapter 10; Fiscal Incentives & Benefits, Point 5; Support for Sustainable Tourism for carrying out Energy Audit)

A. Assistance will be extended to eligible tourism units up to 75% of the cost of carrying out Energy Audit by a recognized institution/consultant, Water Harvesting/Conservation and Environment-friendly practices like Green Buildings, Solar and other Renewable Energy measures, to a maximum token amount of INR 50,000 per unit. It shall be disbursed once during the operative period of the Policy. Subject to a maximum of two individual units per year post submission of certificate stating sustainability of the unit. Moreover such units will be accorded special recognition by the State Government.

B. Reimbursement of 20% of the capital cost of setting up effluent/sewerage treatment plant subject to a maximum of INR 20 Lakh. Subject to a maximum of two projects in a year.

-----End of Document-----

APPLICATION FORM

INCENTIVE FOR PROMOTION OF INNOVATION

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(Applicable across the state of Uttar Pradesh)

PART 1

1.1	**Category of the Tourism Unit or, Tourism Service Provider** *(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)*	
1.2	**Name of the Applicant**	
1.3	**Complete Postal Address of the Applicant** *(With Telephone, Mobile Number & Email ID)*	
1.4	**Name of the Legally Authorized Person on behalf of the Applicant**, to sign the application form *(With Designation, Mobile Number and Email ID; Attach Government Photo ID)*	
1.5	**Name of the Promoter(s) / Owner(s) / Company** *(Attach additional sheet with a brief note on the business antecedents)*	
1.6	**Registration Certificate Number & Date** *(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)*	
1.7	**Status of Promoter(s) / Owner(s) / Company** *(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company & applicant, GSTIN and other relevant incorporation documents from the competent authority)* ☐ Public / Private Limited Company ☐ Partnership Firm ☐ Proprietorship Firm ☐ Society ☐ Trust ☐ Legal Entity, other than listed above	
1.8	**Registration Number & Date of Establishment** *(Of the certified entity, as listed in Point 1.7 of the application form above)*	

1.9	**Colored Photographs / Video Links** of the Project *(Attach photographs)*	☐ Attached ☐ Not Attached
1.10	**Bank Details of the Applicant**, *for transfer of the incentive* *(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)*	

Particular	Details
Name of the Account Holder	
Bank Account Number	
Name of the Bank	
Bank Branch Address	
Bank Branch IFSC	
Bank Branch MICR Code	

----------X----------

PART 2

(Details of the Project)

2.1	**Brief Description about the Project** *(Attach additional sheet for this information)*	
2.2	**Category of Technological Innovation** *(Tick as applicable and attach any relevant documents in support of the claim/recognition)* ☐ *Technology introduced for the first time in the state* ☐ *Significant leveraging of information technology* ☐ *Technology products having negligible carbon footprint*	
2.3	**Project Cost** *(Tick as applicable, and specify the exact project cost. Attach CA Certificate, copy of invoices and proof of payment made towards various expenditures for the project)* ☐ *Investment between ₹ 10-50 Crore; Specify the exact project cost: ₹ _____* ☐ *Investment between 1-10 Crore; Specify the exact project cost: ₹ _____*	
2.4	**Number of People Directly Employed** *(Tick as applicable, and specify the exact direct employee count)* ☐ *50; Specify the exact direct employee count: _____* ☐ *30; Specify the exact direct employee count: _____* *(Use additional sheets to provide a list if all employees, with their name, date of birth, gender, address, employee ID and Aadhaar Number)*	
2.5	**Date of Commissioning of the Project**	
2.6	**Details of the Project** *(Details about the technological innovation and its impact. Attach project report, explaining the area of opportunity and how the project addresses the issue)*	
2.7	**Awards & Accolades** *(Provide details of any recognition received, in form of awards & accolades, media coverage, certificates, etc.)*	
2.8	**Incentive Amount Claimed** *(Please refer 'Appendix – Policy Provision')*	₹
2.9	**Detail of any Incentive Claimed / Received** from any other Department of Central or State Government for this project	
2.10	**Any other Information**, applicant feels necessary to share for this claim	

----------X----------

INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. This incentive is applicable across the state of Uttar Pradesh
3. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
4. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the applicant.
5. All required documents must be attached with the application form.
6. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
7. The application form must be completed in all respect and necessary supporting must be attached with the application form.
8. Use additional sheets, to provide the required information, wherever necessary.

CHARTERED ACCOUNTANT CERTIFICATE

(For the Project Cost incurred towards the technological innovation)

Certified that the applicant M/s _____
has commissioned a project [Name] _____
at [Place] _____
on _____. The project cost incurred towards the technological innovation is
(In words) ₹ _____.

(Note: A detailed break-up of the expenditure incurred towards the technological innovation to be certified by the chartered accountant)

Certified that the expenditure given in this certificate, has been verified from the ledgers, books of accounts, bank account/s of the applicant. Separate lists of head-wise expenditure are appended with the certificate. Only those expenditures have been taken into account wherein actual expenditure has been made and technological development work has been completed.

Date of Issue of Certificate:
Place:

Signature
Name, Registration No., Membership No.
Unique Code of the Chartered Accountant
Address and Seal

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we have registered the Tourism Unit/Tourism Service Provider [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any incentive amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be recovered with 15% simple interest by the Department of Tourism, Government of Uttar Pradesh.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

Appendix – Policy Provision

(Chapter 10; Fiscal Incentives & Benefits, Point 6; Incentive for Promotion of Innovation)

The policy proposes promotion of technological innovation, by providing an incentive to:

A. Technology introduced for the first time in the state; or
B. Significant leveraging of information technology; or
C. Technology products having negligible carbon footprint.

Project Cost	Number of People Directly Employed	Incentive Amount
Investment between INR 10-50 Crore	50	INR 10 Lakh
Investment between INR 1-10 Crore	30	INR 5 Lakh

It will be a one-time incentive, to be disbursed after the successful commissioning of the Project. Due recognition and publicity will be accorded by the State Government to innovative projects.

-----End of Document-----

APPLICATION FORM

SUPPORT FOR MARKETING AND PROMOTION

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(Applicable across the state of Uttar Pradesh)

PART 1

1.1	**Category of the Tourism Unit or, Tourism Service Provider** *(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)*	
1.2	**Name of the Applicant**	
1.3	**Complete Postal Address of the Applicant** *(With Telephone, Mobile Number & Email ID)*	
1.4	**Name of the Legally Authorized Person on behalf of the Applicant**, to sign the application form *(With Designation, Mobile Number and Email ID; Attach Government Photo ID)*	
1.5	**Name of the Promoter(s) / Owner(s) / Company** *(Attach additional sheet with a brief note on the business antecedents)*	
1.6	**Registration Certificate Number & Date** *(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)*	
1.7	**Status of Promoter(s) / Owner(s) / Company** *(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company & applicant, GSTIN and other relevant incorporation documents from the competent authority)* ☐ Public / Private Limited Company ☐ Partnership Firm ☐ Proprietorship Firm ☐ Society ☐ Trust ☐ Legal Entity, other than listed above	
1.8	**Registration Number & Date of Establishment** *(Of the certified entity, as listed in Point 1.7 of the application form above)*	

1.9	**Colored Photographs / Video Links** of the erected exhibition booth / meeting space at the event *(Attach photographs)*	☐ Attached ☐ Not Attached
1.10	**Bank Details of the Applicant**, *for transfer of the incentive* *(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)*	

Particular	Details
Name of the Account Holder	
Bank Account Number	
Name of the Bank	
Bank Branch Address	
Bank Branch IFSC	
Bank Branch MICR Code	

----------X----------

PART 2

(Details of the Event)

2.1	**Name of the Event, Location & Date/s** *(Refer the notification from the Department of Tourism, Government of Uttar Pradesh on its website http://uptourism.gov.in/ for the list of eligible events)*	
2.2	**Brief Description about the Event** *(Attach additional sheet for this information)*	
2.3	**Rent Paid for the Exhibition Booth Space** • *Attach copy of the allotment letter, invoice & proof of payment made to the event organizer* • *The applicant needs to notify the Department of Tourism, Government of Uttar Pradesh, in advance of their participation at an eligible event, in form of a cover letter with all details, and expressing intent to avail the incentive under the Uttar Pradesh Tourism Policy 2018* • *The application form needs to be submitted post completion of the event, with all supporting documents*	₹
2.4	**Post-Event Report** *(Post-event report on how Uttar Pradesh Tourism was benefitted by your participation at the event. Attach specific information like itineraries promoting tourism products of the state, collaterals created, business associations developed, contact details of buyers, etc.)*	
2.5	**Incentive Amount Claimed** *(Please refer 'Appendix – Policy Provision')*	₹
2.6	**Detail of any Benefit Claimed / Received** from any other Department of Central or State Government for this event	
2.7	**Any other Information**, applicant feels necessary to share for this claim	

----------X----------

INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. This incentive is applicable across the state of Uttar Pradesh
3. The applicant needs to notify the Department of Tourism, Government of Uttar Pradesh, in advance of their participation at an eligible event, in form of a letter, with all its details. The application form needs to be submitted post completion of the event, with all supporting documents. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
4. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the applicant.
5. All required documents must be attached with the application form.
6. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
7. The application form must be completed in all respect and necessary supporting must be attached with the application form.
8. Use additional sheets, to provide the required information, wherever necessary.

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we have registered the Tourism Unit/Tourism Service Provider [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any incentive amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be recovered with 15% simple interest by the Department of Tourism, Government of Uttar Pradesh.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

Appendix – Policy Provision

(Chapter 10; Fiscal Incentives & Benefits, Point 7; Support for Marketing and Promotion)

All Tourism Service Providers operating in the state and registered with Department shall be eligible for this incentive. At the start of each financial year, the State Government will notify the name and number of such domestic and international events for which this incentive will be provided.

A. 50% of the space rent actually paid subject to a maximum of INR 30,000 per national event or INR 60,000 per international event.
B. The above incentive will be provided to two events in one financial year.

-----End of Document-----

APPLICATION FORM
SKILL DEVELOPMENT

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(Applicable across the state of Uttar Pradesh)

PART 1

1.1	**Category of the Tourism Unit or, Tourism Service Provider** *(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)*	
1.2	**Name of the Applicant**	
1.3	**Complete Postal Address of the Applicant** *(With Telephone, Mobile Number & Email ID)*	
1.4	**Name of the Legally Authorized Person on behalf of the Applicant**, to sign the application form *(With Designation, Mobile Number and Email ID; Attach Government Photo ID)*	
1.5	**Name of the Promoter(s) / Owner(s) / Company** *(Attach additional sheet with a brief note on the business antecedents)*	
1.6	**Registration Certificate Number & Date** *(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)*	
1.7	**Status of Promoter(s) / Owner(s) / Company** *(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company & applicant, GSTIN and other relevant incorporation documents from the competent authority)* ☐ Public / Private Limited Company ☐ Partnership Firm ☐ Proprietorship Firm ☐ Society ☐ Trust ☐ Legal Entity, other than listed above	
1.8	**Registration Number & Date of Establishment** *(Of the certified entity, as listed in Point 1.7 of the application form above)*	

<table>
<tr><td>1.9</td><td>Colored Photographs / Video Links of the activities undertaken towards skill development. Example, but not limited to, training classes, field visits, etc. (Attach photographs)</td><td>☐ Attached
☐ Not Attached</td></tr>
<tr><td>1.10</td><td colspan="2">Bank Details of the Applicant
(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)
<table>
<tr><th>Particular</th><th>Details</th></tr>
<tr><td>Name of the Account Holder</td><td></td></tr>
<tr><td>Bank Account Number</td><td></td></tr>
<tr><td>Name of the Bank</td><td></td></tr>
<tr><td>Bank Branch Address</td><td></td></tr>
<tr><td>Bank Branch IFSC</td><td></td></tr>
<tr><td>Bank Branch MICR Code</td><td></td></tr>
</table></td></tr>
</table>

----------X----------

PART 2

(Details of the Skill Development Program)

	Provide Details in 2.1 or 2.2 (As applicable)
2.1	**Details of the Short Time Skill Development Course**

Name & Address of the Training Institute	
Name of the Short Time Skill Development Course	

Modality of the reimbursement of the hospitality related course fee

- *The reimbursement of 100% of hospitality related course fees, for up to INR 10,000 per trainee per course, with the course duration of fortnight, will be split between the institute and the trainee, as below:*
  - *Trainee's share: 40%, up to maximum of ₹4,000 (To be reimbursed to the bank account of the trainee)*
  - *Institute's share: 60%, up to maximum of ₹6,000 (To be reimbursed to the bank account of the institute)*
- *The applicant needs to notify the Department of Tourism, Government of Uttar Pradesh, with details of the short time skill development program, as listed in 'Annexure A – Registration Form', along with the required supporting documents. The application form needs to be submitted post completion of the course, with all supporting documents*
- *The institute will then organize and complete the course, as planned*
- *The Department of Tourism, Government of Uttar Pradesh, will then conduct a third-party skill assessment of trainees after completion of course*
- *Post completion of the course and successful third-party skill assessment of trainees, the institute needs to share the completed application form and details of the trainees, as listed in Annexure B, along with the required supporting documents*
- *Upon receiving the necessary information and documents, the Department of Tourism, Government of Uttar Pradesh, will disburse the reimbursements*

Member of Associations & any Accreditations *(Attach proof of associations & memberships)*	

<table>
<tr><td>2.2</td><td>Details of Training to Tourist Guides
<table>
<tr><td>Name & Address of the Training Institute</td><td></td></tr>
<tr><td>Name & Details of the Training Program to Tourist Guides
(Use additional sheet to provide this information)</td><td></td></tr>
<tr><td colspan="2">Modality of the reimbursement
The institute needs to notify the Department of Tourism, Government of Uttar Pradesh, with details of the training program to tourist guides, along with the required supporting documents as listed in Annexure C. The application form needs to be submitted post completion of the training program, with all supporting documents
The institute will then organize and complete the training program, as planned
The Department of Tourism, Government of Uttar Pradesh, will then conduct a third-party skill assessment of tourist guides after completion of training program
Post completion of the course and successful third-party skill assessment of tourist guides, the institute needs to share the completed application form and details of the tourist guides, as listed in Annexure D, along with the required supporting documents
Upon receiving the necessary information and documents, the Department of Tourism, Government of Uttar Pradesh, will disburse the reimbursements</td></tr>
<tr><td>Member of Associations & any Accreditations
(Attach proof of associations & memberships)</td><td></td></tr>
</table></td></tr>
<tr><td>2.3</td><td>Detail of any Benefit Claimed / Received from any other Department of Central or State Government for this project</td><td></td></tr>
<tr><td>2.4</td><td>Any other Information, applicant feels necessary to share for this claim</td><td></td></tr>
</table>

----------X----------

INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. This incentive is applicable across the state of Uttar Pradesh
3. The Department of Tourism, Government of Uttar Pradesh on its website http://uptourism.gov.in/ may notify list of any other short time skill development courses, from time to time.
4. 50% of the incentive meant for the training institute will be paid in advance, when the training course is approved by the Department of Tourism, Government of Uttar Pradesh
5. Use additional sheet to provide this information
6. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
7. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the applicant.
8. All required documents must be attached with the application form.
9. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
10. The application form must be completed in all respect and necessary supporting must be attached with the application form.
11. Use additional sheets, to provide the required information, wherever necessary.

ANNEXURE A – REGISTRATION FORM

(Details of the Short Time Skill Development Course)

The institute needs to notify the Department of Tourism, Government of Uttar Pradesh, with the following details of the short time skill development program:

1. Name & address of the training institute
2. Name of the hospitality related course
3. Duration of the course & venue
4. Estimated batch size
5. Trainee selection criteria & methodology
6. Course fee per trainee
7. Course curriculum, teaching methodology and the faculty
8. Assessment criteria of the trainee
9. Details of placement facilities and corporate tie-ups, for placement of the trainee

List of Supporting Documents, to be attached:

1. Cover letter, providing a brief on the short time skill development course, and expressing intent to avail the incentive under the Uttar Pradesh Tourism Policy 2018
2. Detailed profile of the training institute and details on training institute's affiliation and accreditation

ANNEXURE B

(Details of the Trainees)

Post completion of the course and successful third-party skill assessment of trainees, the institute needs to share the completed application form and the following details of the trainees:

Name of the Course: _____
Date/s of the Course: _____
Venue: _____

S. No.	Name of the Trainee	Date of Birth	Educational Qualification	Aadhaar Number	Course Completion Status (Completed / Not Completed)	Certificate Number
1.						
2.						
3.						
4.						
5.						

Calculation of Reimbursement

S. No	Particular	Details
(A)	Number of trainees in the batch	
(B)	Number of trainees successfully completing the course	
(C)	Course fee per trainee	₹
(D)	Trainee's share = 40% of (C), up to maximum of ₹4,000	₹
(E)	Institute's share = 60% of (C), up to maximum of ₹6,000	₹
(F)	Institute's total share = (E) * (B)	₹

List of Supporting Documents for each trainee, to be attached:

1. Aadhaar Card
2. Course completion certificate
3. Educational qualification certificates
4. Attendance log book for the trainees
5. Proof of payment of the course fee to the training institute by each trainee
6. Cancelled bank cheque of each trainee with name of the authorized signatory, for transfer of the reimbursement. Or, account details certified by the bank

ANNEXURE C

(Details of the Training Program to Tourist Guides)

The institute needs to notify the Department of Tourism, Government of Uttar Pradesh, with the following details of the training program to tourist guides:

1. Name & address of the training institute
2. Name of the training program to tourist guides
3. Duration of the course & venue
4. Estimated batch size
5. Tourist guides selection criteria & methodology
6. Course fee per tourist guide
7. Course curriculum, teaching methodology and the faculty
8. Assessment criteria of the trainee
9. Details of placement facilities and corporate tie-ups, for placement of the trainee

List of Supporting Documents, to be attached:

1. Cover letter, providing a brief on the training program to tourist guides, and expressing intent to avail the incentive under the Uttar Pradesh Tourism Policy 2018
2. Detailed profile of the training institute and details on training institute's affiliation and accreditation

ANNEXURE D

(Details of the Tourist Guides)

Post completion of the course and successful third-party skill assessment of trainees, the institute needs to share the completed application form and the following details of the tourist guides:

S. No.	Name of the Tourist Guide	Date of Birth	Educational Qualification	Aadhaar Number	Program Completion Status (Completed / Not Completed)	Certificate Number
1.						
2.						
3.						
4.						
5.						

List of Supporting Documents for each trainee, to be attached:

1. Aadhaar Card
2. Program completion certificate
3. Educational qualification certificates
4. Attendance log book for the tourist guides
5. Proof of payment of the program fee to the training institute by each tourist guides
6. Cancelled bank cheque of each tourist guide with name of the authorized signatory, for transfer of the reimbursement. Or, account details certified by the bank

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we have registered the Tourism Unit/Tourism Service Provider [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any incentive amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be recovered with 15% simple interest by the Department of Tourism, Government of Uttar Pradesh.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

Appendix – Policy Provision

(Chapter 10; Fiscal Incentives & Benefits, Point 8; Skill Development)

Short time skill development courses offered by various institutes shall be recognized by the Department of Tourism, along with the association of UPHRA, FHRAI, HRANI, TAAI, IATO and TAFI for employment generation.

A. Reimbursement of 100% of hospitality related course fees, for up to INR 10,000 per person per course, with the course duration of fortnight. The reimbursement is applicable for up to a maximum of 100 students per year

B. Training to tourist guides from local areas with a stipend of INR 5,000 registered with the Department. The reimbursement shall be limited to training for 100 service providers for three years.

C. Tourism courses would include courses for personnel working in hotels, resorts, restaurants, transportation booking, marketing, tourist guide, ticketing and any other related course as notified by the State Government from time to time.

D. Third-party skill assessment of trainees after completion of course will be a condition precedent for the reimbursement of course fees.

-----End of Document-----

APPLICATION FORM

INCENTIVES FOR ICT ENABLEMENT

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(Applicable across the state of Uttar Pradesh)

PART 1

1.1	**Category of the Tourism Unit or, Tourism Service Provider** *(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)*	
1.2	**Name of the Applicant**	
1.3	**Complete Postal Address of the Applicant** *(With Telephone, Mobile Number & Email ID)*	
1.4	**Name of the Legally Authorized Person on behalf of the Applicant**, to sign the application form *(With Designation, Mobile Number and Email ID; Attach Government Photo ID)*	
1.5	**Name of the Promoter(s) / Owner(s) / Company** *(Attach additional sheet with a brief note on the business antecedents)*	
1.6	**Registration Certificate Number & Date** *(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)*	
1.7	**Status of Promoter(s) / Owner(s) / Company** *(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company & applicant, GSTIN and other relevant incorporation documents from the competent authority)* ☐ Public / Private Limited Company ☐ Partnership Firm ☐ Proprietorship Firm ☐ Society ☐ Trust ☐ Legal Entity, other than listed above	
1.8	**Registration Number & Date of Establishment** *(Of the certified entity, as listed in Point 1.7 of the application form above)*	

1.9	**Colored Photographs / Video Links** event and its various elements *(Attach photographs)*	☐ Attached ☐ Not Attached
1.10	**Bank Details of the Applicant**, *for transfer of the incentive* *(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)*	

Particular	Details
Name of the Account Holder	
Bank Account Number	
Name of the Bank	
Bank Branch Address	
Bank Branch IFSC	
Bank Branch MICR Code	

----------X----------

PART 2

(Details of the Project)

	Provide Details in 2.1 or 2.2 (As applicable)	
2.1	**Name & Date/s of the International / National level Conference, Exhibition or Event in Uttar Pradesh**	
	Brief Description about the Conference, Exhibition or Event *(Attach supporting documents like the event brochure, collateral, stating the objectives, program flow, activities and outcomes of the event)*	
	Promotion of usage of ICT in the tourism sector, at the event *(Attach detailed report about how information and communications technology (ICT) was utilized w.r.t. the tourism sector during the event, how the organization of the event promotes the usage of ICT in the tourism sector, and its impact)*	
	Total Cost of Organizing the Event *(Attach copy of the invoice/s, proof of payment made for various services, etc.)*	₹
	Incentive Amount Claimed *(Please refer Clause-A, listed in 'Appendix – Policy Provision')*	₹
2.2	**Write-up on the Audio/Video Guide/s** *(Details on the project, coverage of monuments & their location, its operational methodology, technology used, equipment used, content development methodology & its authenticity w.r.t. the monument, and other relevant details*	
	Digital Copy of the Audio/Video Content *(To be shared in an external drive/media link, along with the application form)*	☐ Attached ☐ Not Attached

	Total Procurement Cost of the Equipment/s & Content Creation *(Attach copy of the invoice/s, proof of payment made for procurement of equipment/s and content creation)*	₹
	Incentive Amount Claimed *(Please refer Clause-B, listed in 'Appendix – Policy Provision')*	₹
2.3	**Detail of any Benefit Claimed / Received** from any other Department of Central or State Government for this project	
2.4	**Any other Information**, applicant feels necessary to share for this claim	

----------X----------

INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. This incentive is applicable across the state of Uttar Pradesh
3. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
4. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the applicant.
5. All required documents must be attached with the application form.
6. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
7. The application form must be completed in all respect and necessary supporting must be attached with the application form.
8. Use additional sheets, to provide the required information, wherever necessary.

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we have registered the Tourism Unit/Tourism Service Provider [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any incentive amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be recovered with 15% simple interest by the Department of Tourism, Government of Uttar Pradesh.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

Appendix – Policy Provision

(Chapter 10; Fiscal Incentives & Benefits, Point 9; Incentives for ICT Enablement)

A. The State Government will duly facilitate and support international and national level conferences, exhibitions and other events in Uttar Pradesh for the promotion of usage of ICT in the tourism sector. Financial assistance for conducting such conferences/events shall be provided to the maximum limit of INR 5 Lakh per event, as may be approved by the State Level Committee.

B. The Tourist Service Provider providing audio/video guide will be eligible for one-time assistance for up to the extent of 25% of the cost of procuring the equipment/content creation or INR 25 Lakh, whichever is less. Incentive can be availed only once by the operator during the operative period of the Policy. This incentive will be initially taken up for a few monuments only on a pilot basis.

-----End of Document-----

APPLICATION FORM

ASSISTANCE FOR RESEARCH IN THE TOURISM/HOSPITALITY INDUSTRY

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(Applicable across the state of Uttar Pradesh)

PART 1

1.1	**Category of the Tourism Unit or, Tourism Service Provider** *(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)*	
1.2	**Name of the Applicant**	
1.3	**Complete Postal Address of the Applicant** *(With Telephone, Mobile Number & Email ID)*	
1.4	**Name of the Legally Authorized Person on behalf of the Applicant**, to sign the application form *(With Designation, Mobile Number and Email ID; Attach Government Photo ID)*	
1.5	**Name of the Promoter(s) / Owner(s) / Company** *(Attach additional sheet with a brief note on the business antecedents)*	
1.6	**Registration Certificate Number & Date** *(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)*	

1.7	**Status of Promoter(s) / Owner(s) / Company** *(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company & applicant, GSTIN and other relevant incorporation documents from the competent authority)* ☐ Public / Private Limited Company ☐ Partnership Firm ☐ Proprietorship Firm ☐ Society ☐ Trust ☐ Legal Entity, other than listed above	
1.8	**Registration Number & Date of Establishment** *(Of the certified entity, as listed in Point 1.7 of the application form above)*	
1.9	**Colored Photographs / Video Links** of activities done during the research, field trips, interviews, discussions, etc. *(Attach photographs)*	
1.10	**Bank Details of the Applicant** *(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)*	

Particular	Details
Name of the Account Holder	
Bank Account Number	
Name of the Bank	
Bank Branch Address	
Bank Branch IFSC	
Bank Branch MICR Code	

----------X----------

PART 2

(Details of the Research in the Tourism/Hospitality Industry)

2.1	**Topic of the Market Research Study**	
2.2	**Brief Description about the Market Research Study** *(Attach additional sheet for this information)*	
2.3	**Detailed Market Research Study Report in the Tourism/Hospitality Industry** *(Attach additional sheet for this information)* It must include, but not limited to: • *Specific knowledge gap that the research is directed towards, within the tourism/hospitality industry in Uttar Pradesh* • *What is the contribution that the proposed research will make to fill the particular knowledge gap?* • *The resultant focused research questions;* • *Data and research methodology;* • *Expected outputs & the way forward;* • *The researcher(s) & author(s) involved, their qualifications & profile, expertise, experience and track record* • *Time-frame of the research. For example, 8-12 months or , 2 years*	
2.4	**Has the Research Paper been Published on a digital platform** *(Attach additional sheet for this information)*	☐ Yes ☐ No *(If yes, please cite complete reference like the name of publication, publisher, web-link and date of publication)*
2.5	**Consent to Publish the Research paper on the official website of Uttar Pradesh Tourism (http://uptourism.gov.in/)**	☐ Yes ☐ No
2.6	**Has the Research Study Paper been presented in a Forum** *(Attach additional sheet for this information)*	☐ Yes ☐ No *(If yes, please cite the title of the forum, date, venue, organizers and other documentary evidences)*
2.7	**Member of Associations & any Accreditations** *(Attach proof of associations & memberships)*	

2.8	**Cost of Conducting the Research Study** *(Attach copy of the invoices and proof of payment)*	₹
2.9	**Detail of any Benefit Claimed / Received** from any other Department of Central or State Government for this research	
2.10	**Any other Information** from the competent authority, applicant feels necessary to share for this claim	

----------X----------

INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. This incentive is applicable across the state of Uttar Pradesh
3. In order to avail the financial assistance for research in the Tourism/Hospitality Industry, it is mandatory for the applicant to give consent to publish the research study paper on the official website of Uttar Pradesh Tourism (http://uptourism.gov.in/)
4. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
5. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the applicant.
6. All required documents must be attached with the application form.
7. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
8. The application form must be completed in all respect and necessary supporting must be attached with the application form.
9. Use additional sheets, to provide the required information, wherever necessary.

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we have registered the Tourism Unit/Tourism Service Provider [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any incentive amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be recovered with 15% simple interest by the Department of Tourism, Government of Uttar Pradesh.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

Appendix – Policy Provision

(Assistance for Research in the Tourism/Hospitality Industry)

Financial assistance for up to the maximum limit of INR 10 Lakh will be provided to Recognized Travel Associations/Hotel Associations/Chamber of Commerce/Other Travel & Hospitality Bodies to carry out market research studies on travel and tourism/hospitality sector in Uttar Pradesh. The subject matter would be finalized as per the relevance and requirements of the Industry. Not more than three such studies will be sanctioned each year. Preference to be given to direct hospitality association and institutes.

-----End of Document-----

APPLICATION FORM
EMPLOYMENT GENERATION SUBSIDY

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

*(**Note:** Applicable across the state of Uttar Pradesh. The Tourism Unit must have employed more than 50 employees for a period not less than 335 days during the year to qualify for this reimbursement. The reimbursement will be made only in respect of those employees that are domicile of Uttar Pradesh and who are entitled and required to become a member of the Employee Provident Fund, under Section 26(1)(a) of the EPF Scheme 1952. The Tourism Unit can claim this reimbursement for the whole year at a time in subsequent year)*

PART 1

1.1	**Category of the Tourism Unit** *(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)*	
1.2	**Name of the Tourism Unit**	
1.3	**Complete Postal Address of the Tourism Unit** *(With Telephone, Mobile Number & Email ID)*	
1.4	**Name of the Legally Authorized Person on behalf of the Tourism Unit**, to sign the application form *(With Designation, Mobile Number and Email ID; Attach Government Photo ID)*	
1.5	**Name of the Promoter(s) / Owner(s) / Company** *(Attach additional sheet with a brief note on the business antecedents)*	
1.6	**Registration Certificate Number & Date** *(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)*	

1.7	**Status of Promoter(s) / Owner(s) / Company** *(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company & tourism unit, GSTIN and other relevant incorporation documents from the competent authority)* ☐ Public / Private Limited Company ☐ Partnership Firm ☐ Proprietorship Firm ☐ Society ☐ Trust ☐ Legal Entity, other than listed above	
1.8	**Registration Number & Date of Establishment** *(Of the certified entity, as listed in Point 1.7 of the application form above)*	
1.9	**Start Date of Commercial Operations** *(Attach the following documents)* *I. Copy of first GST return* *II. Copy of the latest GST return at the time of submission of the application form* III. *Copy of first lodging/F&B bill*	
1.10	**Colored Photographs** of the Tourism Unit, and its employees at work *(Attach photographs)*	☐ Attached ☐ Not Attached
1.11	**Bank Details of the Tourism Unit**, *for transfer of the reimbursement* *(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)*	

Particular	Details
Name of the Account Holder	
Bank Account Number	
Name of the Bank	
Bank Branch Address	
Bank Branch IFSC	
Bank Branch MICR Code	

----------X----------

PART 2

(Employee Details of the Tourism Unit)

2.1	**Brief Description about the Tourism Unit** *(Attach additional sheet for this information)*	
2.2	**Employee Details** Provide the number of current employees in the tourism unit, as below: • Total Number of Employees: _____ • No. of days during the year for which the employee strength fell to 50 or below: _____ *(Use additional sheets to provide a list if all employees, with their name, date of birth, gender, employee ID and Aadhaar Number)*	
2.3	**Details of EPF Contribution** • *Provide details of qualifying employees (Name, Aadhaar Number, UP Domicile Certificate Number and Monthly Employer's Contribution of EPF, in the template provided in Annexure A* • *Attach month-wise Electronic Challan cum Return, stating the details of the establishment and month-wise employer's contribution of EPF for each qualifying employee, as issued by the EPFO* • *Attach Uttar Pradesh Domicile Certificate and Aadhaar Card of each qualifying employee of the tourism unit*	
2.4	**Employment Generation Reimbursement Claimed** *(Please refer 'Appendix – Policy Provision')*	₹
2.5	**Detail of any Employment Generation Benefit Claimed / Received** from any other Department of Central or State Government for this unit	
2.6	**Any other Information** from the competent authority, applicant feels necessary to share for this claim	

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INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. This incentive is applicable across the state of Uttar Pradesh
3. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
4. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the tourism unit.
5. All required documents must be attached with the application form.
6. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
7. The application form must be completed in all respect and necessary supporting must be attached with the application form.
8. Use additional sheets, to provide the required information, wherever necessary.

ANNEXURE A

(Details of Qualifying Employees of the Tourism Unit for the Employment Generation Subsidy)

Name of the Tourism Unit: _____

Financial Year: _____

Month and Financial Year: _____				
S. No. of the EPF Electronic Challan cum Return in respect of the Qualifying Employee	Employee Name	Aadhaar Number	UP Domicile Certificate Number	Employer's EPF Contribution for the Month (In ₹)

Attach Electronic Challan cum Return for the month, as issued by the EPFO

Instructions:

- *Provide separate month-wise tabular information and Challan as above*
- *Attach Uttar Pradesh Domicile Certificate and Aadhaar Card of each qualifying employee of the tourism unit*
- *For any given financial year, the reimbursement claim shall be made in the subsequent financial year*

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we have registered the Tourism Unit [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any reimbursement amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be recovered with 15% simple interest by the Department of Tourism, Government of Uttar Pradesh.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

Appendix – Policy Provision

(Chapter 10; Fiscal Incentives & Benefits, Point 11; Employment Generation Subsidy)

75% reimbursement (for male worker) & 100% reimbursement (for female workers) of EPF expenditure (Employer's contribution) for a period of 5 years for workers who are domicile of the State, to units employing more than 50 employees.

-----End of Document-----

APPLICATION FORM

SPECIAL INCENTIVE FOR DISABLED

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(Applicable across the state of Uttar Pradesh. Differently Abled Employees of the Tourism Unit, with 40% or more disability will be eligible for this incentive)

PART 1

1.1	**Category of the Tourism Unit** *(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)*	
1.2	**Name of the Tourism Unit**	
1.3	**Complete Postal Address of the Tourism Unit** *(With Telephone, Mobile Number & Email ID)*	
1.4	**Name of the Legally Authorized Person on behalf of the Tourism Unit**, to sign the application form *(With Designation, Mobile Number and Email ID; Attach Government Photo ID)*	
1.5	**Name of the Promoter(s) / Owner(s) / Company** *(Attach additional sheet with a brief note on the business antecedents)*	
1.6	**Registration Certificate Number & Date** *(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)*	
1.7	**Status of Promoter(s) / Owner(s) / Company** *(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company & tourism unit, GSTIN and other relevant incorporation documents from the competent authority)* ☐ Public / Private Limited Company ☐ Partnership Firm ☐ Proprietorship Firm ☐ Society ☐ Trust ☐ Legal Entity, other than listed above	

<table>
<tr><td>1.8</td><td>Registration Number & Date of Establishment
(Of the certified entity, as listed in Point 1.7 of the application form above)</td><td></td></tr>
<tr><td>1.9</td><td>Start Date of Commercial Operations
(Attach the following documents)
I. Copy of first GST return
II. Copy of the latest GST return at the time of submission of the application form
III. Copy of first lodging/F&B bill</td><td></td></tr>
<tr><td>1.10</td><td>Colored Photographs of the Tourism Unit, & disabled employees at work (Attach photographs)</td><td>☐ Attached
☐ Not Attached</td></tr>
<tr><td>1.11</td><td colspan="2">Bank Details of the Tourism Unit, for transfer of the incentive
(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)
<table>
<tr><th>Particular</th><th>Details</th></tr>
<tr><td>Name of the Account Holder</td><td></td></tr>
<tr><td>Bank Account Number</td><td></td></tr>
<tr><td>Name of the Bank</td><td></td></tr>
<tr><td>Bank Branch Address</td><td></td></tr>
<tr><td>Bank Branch IFSC</td><td></td></tr>
<tr><td>Bank Branch MICR Code</td><td></td></tr>
</table></td></tr>
</table>

----------X----------

PART 2

(Details of the Differently Abled Employees of the Tourism Unit)

2.1	**Brief Description about the Tourism Unit** *(Attach additional sheet for this information)*	
2.2	**Number of Differently Abled Employees in the Tourism Unit, with 40% or more disability** • *Provide details of qualifying differently abled employee (Name, date of birth, gender, address, employee ID and Aadhaar Number, in the template provided in Annexure A* • *Attach Disability Certificate issued by the competent authority and Aadhaar Card of each qualifying differently abled employee*	
2.3	**Reimbursement Amount Claimed** *(Please refer 'Appendix – Policy Provision')*	₹
2.4	**Detail of any Disability Benefits Claimed / Received** from any other Department of Central or State Government for this unit	
2.5	**Any other Information** from the competent authority, applicant feels necessary to share for this claim	

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INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. This incentive is applicable across the state of Uttar Pradesh
3. Differently Abled employees of the tourism unit, with 40% or more disability are eligible for this incentive
4. This incentive is payment to the tourism unit in respect of salary paid to its differently abled employees, and can be availed once in a year for the previous financial year, during the operative period of the policy
5. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
6. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the tourism unit.
7. All required documents must be attached with the application form.
8. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
9. The application form must be completed in all respect and necessary supporting must be attached with the application form.
10. Use additional sheets, to provide the required information, wherever necessary.

ANNEXURE A

(Details of the Differently Abled Employees of the Tourism Unit)

Name of the Tourism Unit: _____

Financial Year: _____

S. No.	Employee Name & Employee ID	Date of Birth	Gender	Address	Aadhaar Number	Number of Full Months Employed During the Year
1.						
2.						
3.						
4.						
5.						

Instructions:

- *Provide details of qualifying differently abled employee (Name, date of birth, gender, address, employee ID and Aadhaar Number, in the template provided above*
- *Attach Disability Certificate issued by the competent authority and Aadhaar Card of each qualifying differently abled employee, along with the application form*

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we have registered the Tourism Unit [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any incentive amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be recovered with 15% simple interest by the Department of Tourism, Government of Uttar Pradesh.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

Appendix – Policy Provision

(Chapter 10; Fiscal Incentives & Benefits, Point 12; Special Incentive for Disabled)

Payroll assistance of INR 500 per month per worker to units employing differently abled workers, subject to a maximum of five workers in a unit.

-----End of Document-----

APPLICATION FORM

SUPPORT FOR ECO TOURISM

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(Applicable across the state of Uttar Pradesh)

PART 1

1.1	**Category of the Tourism Unit, or Tourism Service Provider** *(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)*	
1.2	**Name of the Tourism Unit**	
1.3	**Complete Postal Address of the Tourism Unit** *(With Telephone, Mobile Number & Email ID)*	
1.4	**Name of the Legally Authorized Person on behalf of the Tourism Unit**, to sign the application form *(With Designation, Mobile Number and Email ID; Attach Government Photo ID)*	
1.5	**Name of the Promoter(s) / Owner(s) / Company** *(Attach additional sheet with a brief note on the business antecedents)*	
1.6	**Registration Certificate Number & Date** *(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)*	
1.7	**Status of Promoter(s) / Owner(s) / Company** *(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company & tourism unit, GSTIN and other relevant incorporation documents from the competent authority)* ☐ Public / Private Limited Company ☐ Partnership Firm ☐ Proprietorship Firm ☐ Society ☐ Trust ☐ Legal Entity, other than listed above	
1.8	**Registration Number & Date of Establishment** *(Of the certified entity, as listed in Point 1.7 of the application form above)*	

<table>
<tr><td>1.9</td><td>Start Date of Commercial Operations
(Attach the following documents)
I. Copy of first GST return
II. Copy of the latest GST return at the time of submission of the application form
III. Copy of first lodging/F&B bill</td><td></td></tr>
<tr><td>1.10</td><td>Colored Photographs of the Tourism Unit, displaying the tourism unit from all four sides, and its various facilities (Attach photographs)</td><td>☐ Attached
☐ Not Attached</td></tr>
<tr><td>1.11</td><td colspan="2">Bank Details of the Tourism Unit, for transfer of the reimbursement
(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)
<table>
<tr><th>Particular</th><th>Details</th></tr>
<tr><td>Name of the Account Holder</td><td></td></tr>
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<tr><td>Bank Branch IFSC</td><td></td></tr>
<tr><td>Bank Branch MICR Code</td><td></td></tr>
</table></td></tr>
</table>

----------X----------

PART 2

(Details of the Project)

2.1	**Brief Description about the Tourism Unit & Project** *(Attach additional sheet for this information)*	
2.2	**Cost of Certification** *(Attach copy of the certification from the Eco-Tourism Society of India, along with copy of the invoice and proof of payment)*	₹
2.3	**Compliance of the Certification** • *Provide details on the steps taken to comply and adhere with Certification from the Eco-Tourism Society of India.*	
2.4	**Reimbursement Amount Claimed** *(Please refer 'Appendix – Policy Provision')*	₹
2.5	**Detail of any Reimbursement or Benefits Claimed / Received** towards the certification from the Eco-Tourism Society of India or any similar body for this unit *(Attach additional sheet for this information)*	
2.6	**Any other Information** from the competent authority, applicant feels necessary to share for this claim	

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INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. This incentive is applicable across the state of Uttar Pradesh
3. The claim can be submitted at least six months after the certification, during which the Tourism Unit is required to comply with prescriptions of certification, if any
4. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
5. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the tourism unit.
6. All required documents must be attached with the application form.
7. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
8. The application form must be completed in all respect and necessary supporting must be attached with the application form.
9. Use additional sheets, to provide the required information, wherever necessary.

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we have registered the Tourism Unit/Tourism Service Provider [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any reimbursement amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be recovered with 15% simple interest by the Department of Tourism, Government of Uttar Pradesh.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

Appendix – Policy Provision

(Chapter 10; Fiscal Incentives & Benefits, Point 13; Support for Eco Tourism)

100% reimbursement on achieving the certifications and standards from the Ecotourism Society of India, for up to an amount of INR 1 Lakh, subject to a maximum of two units per year.

-----End of Document-----

APPLICATION FORM

REVIVING SCARCE ART, MUSIC, CRAFT, FOLK DANCE AND CUISINE OF UTTAR PRADESH

(Under 'Chapter 10; Fiscal Incentives & Benefits', of the Uttar Pradesh Tourism Policy 2018)

(Applicable across the state of Uttar Pradesh)

PART 1

1.1	**Name of the Individual / Group** *(By the name as it is identified)*	
1.2	**Name of the Art, Music, Craft, Folk Dance or Cuisine of Uttar Pradesh**	
1.3	**Name(s) of the Individual / Members of the Group** *(Use additional sheet to provide this information)* • *Details of the individual (Name, Role, Mobile Number and Email ID). The individual to be treated as the authorized signatory for the application process* • *Details of the lead member of the group (Name, Role, Mobile Number and Email ID). The lead member to be treated as the authorized signatory for the application process* • *Attach PAN card of the authorized signatory* • *Attach Government Photo ID for all individual(s) involved, in case of a group*	
1.4	**Complete Postal Address of the Individual / Group** *(With Telephone, Mobile Number and Email ID)*	
1.5	**Colored Photographs / Video Links / Published Content** of the work done to revive the scarce Art, Music, Craft, Folk Dance or Cuisine of Uttar Pradesh *(Attach photographs)*	☐ Attached ☐ Not Attached

1.6	**Bank Details of the Authorized Signatory** *(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)*

Particular	Details
Name of the Account Holder	
Bank Account Number	
Name of the Bank	
Bank Branch Address	
Bank Branch IFSC	
Bank Branch MICR Code	

----------X----------

PART 2

(Details of the Art, Music, Craft, Folk Dance or Cuisine of Uttar Pradesh)

2.1	**Name of the District**, where the scarce Art, Music, Craft, Folk Dance or Cuisine of Uttar Pradesh is being revived from. Details of the location and its history w.r.t. the craft may also be provided) *(Attach additional sheet for this information)*	
2.2	**Awards & Accolades** *(Provide details of any recognition received, in form of awards & accolades, media coverage, certificates, etc.)*	
2.3	**Brief Description about the Art, Music, Craft, Folk Dance or Cuisine** *(Attach additional sheet for this information)* • *Attach write-up on work done to revive the scarce Art, Music, Craft, Folk Dance or Cuisine of Uttar Pradesh* • *Upon submission of the application form, the Department of Tourism, Government of Uttar Pradesh will seek recommendation from the committee constituted under the chairmanship of the District Magistrate of the specific district*	
2.4	**History** of the Individual / Group associated with the scarce Art, Music, Craft, Folk Dance or Cuisine of Uttar Pradesh. Provide details on the work done by the family, its legacy and involvement *(Attach additional sheet for this information)*	
2.5	**Cost Incurred**, in various activities undertaken to revive the scarce Art, Music, Craft, Folk Dance or Cuisine of Uttar Pradesh. *(Details of all activities to be provided. Example, but not limited to, training, purchase of specialized equipment, material, etc. for the task. Attach invoices & proof of payments, if applicable. Attach CA certificate to validate the cost incurred)*	₹

2.6	**Detail of any Incentive Claimed / Received** from any other Department of Central or State Government for similar work *(Attach additional sheet for this information)*	
2.7	**Any other Information**, applicant feels necessary to share for this benefit	

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INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. This incentive is applicable across the state of Uttar Pradesh
3. Upon submission of the application form, the Department of Tourism, Government of Uttar Pradesh will seek recommendation from the committee constituted under the chairmanship of the District Magistrate of the specific district
4. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
5. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the tourism unit.
6. All required documents must be attached with the application form.
7. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
8. The application form must be completed in all respect and necessary supporting must be attached with the application form.
9. Use additional sheets, to provide the required information, wherever necessary.

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we identified as [Name] _____ working towards reviving the _____ of Uttar Pradesh, intend to avail incentive for reviving the scarce art, music, craft, folk dance and cuisine of Uttar Pradesh, under the Uttar Pradesh Tourism Policy 2018.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any incentive amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be recovered with 15% simple interest by the Department of Tourism, Government of Uttar Pradesh.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

Appendix – Policy Provision

(Chapter 10; Fiscal Incentives & Benefits, Point 14; Support for reviving the scarce Art, Music, Craft, Folk Dance and Cuisine of Uttar Pradesh)

Subsidy of INR 5 Lakh will be granted to individual/group involved in reviving indigenous and scarce art, music, craft, folk dance and cuisine of Uttar Pradesh. For availing the incentive, the recommendation will be provided by the committee constituted under the chairmanship of the District Magistrate of the specific district.

-----End of Document-----

APPLICATION FORM

CAPITAL INVESTMENT SUBSIDY TO HERITAGE PROPERTIES

(Under 'Chapter 11; Incentives for Heritage Properties', of the Uttar Pradesh Tourism Policy 2018)

(Heritage Hotels are entitled to avail, both the Capital Investment Subsidy and the Interest Subsidy. Protected monuments will not be considered under this policy. Applicable across the state of Uttar Pradesh, in respect of New Tourism Units and Existing Tourism Units undergoing expansion, during the operative period of the policy)

PART 1

1.1	Category of the Tourism Unit *(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)*	Heritage Hotel
1.2	Classification of Heritage Hotel *(Please refer 'Point 3; Chapter 11; Incentives for Heritage Properties', of the Uttar Pradesh Tourism Policy 2018, and tick the applicable option)* ☐ Heritage Hotel ☐ Heritage Classic ☐ Heritage Grand	
1.3	Name of the Heritage Hotel	
1.4	Complete Postal Address of the Heritage Hotel *(With Telephone, Mobile Number & Email ID)*	
1.5	Name of the Legally Authorized Person on behalf of the Heritage Hotel, to sign the application form & subsidy papers *(With Designation, Mobile Number and Email ID; Attach Government Photo ID)*	
1.6	Name of the Promoter(s) / Owner(s) / Company *(Attach additional sheet with a brief note on the business antecedents)*	
1.7	Registration Certificate Number & Date *(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)*	

1.8	Status of Promoter(s) / Owner(s) / Company *(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company & heritage hotel, GSTIN and other relevant incorporation documents from the competent authority)* ☐ Public / Private Limited Company ☐ Partnership Firm ☐ Proprietorship Firm / Owner(s) ☐ Society ☐ Trust	
1.9	Registration Number & Date of Establishment (If Applicable) *(Of the certified entity, as listed in Point 1.8 of the application form above)*	
1.10	Start Date of Commercial Operations *(Attach the following documents)* *I. Copy of first GST return* *II. Copy of the latest GST return at the time of submission of the application form* *III. Copy of first lodging/F&B bill*	
1.11	Colored Photographs *(Attach photographs)* • Pictures of the original heritage property (Exterior and interior, both), showcasing the architectural features & imminent surroundings of heritage value, frontage of building and architectural style • Pictures of the Heritage Hotel, displaying all four sides and its various facilities, post construction/conversion	☐ Attached ☐ Not Attached
1.12	Bank Details of the Heritage Hotel *(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)*	

Particular	Details
Name of the Account Holder	
Bank Account Number	
Name of the Bank	
Bank Branch Address	
Bank Branch IFSC	
Bank MICR Code	

Form 11.4.A

PART 2

(Heritage Hotel Details)

2.1	Brief Description about the Heritage Hotel *(Attach additional sheet for this information)*	
2.2	Details of the Site	
	I.Land Records *(Attach copy of ownership documents in form of Approved Khasra and Site Map)*	☐ Attached ☐ Not Attached
	II. Title *(Attach copy of Registered Sale Deed or Lease Deed)*	☐ Attached ☐ Not Attached
2.3	Details of Project Approvals	
	I. Date of Building Permit and name of the approving authority *(Attach a copy of building permit)*	
	II. Approved Map by the approving authority *(Attach a copy of the approved map, site plan & floor plans)*	☐ Attached ☐ Not Attached
2.4	Details of the Construction and Installation of Plant and Machinery *(Attach additional documents in support, if required)*	

S. No.	Particulars of Infrastructure	Details
I.	Total Area in Sq. Mt.	
II.	Total Build-up Area in Sq. Mt.	
III.	Open Space Area in Sq. Mt.	
IV.	Number of Floors	
V.	Number of Lettable Rooms *(List the number of rooms against each category)*	☐ AC _____ ☐ Non-AC _____
VI.	Number of Beds *(List the number of beds against each category)*	☐ Single _____ ☐ Double _____
VII.	Main Hall *(Area in Sq. Mt. and its seating capacity)*	

	VIII.	Other Halls *(Number of units, area in Sq. Mt. and its seating capacity. If more than one, details are required for all units)*	
	IX.	Meeting Rooms *(Number of units, area in Sq. Mt. and its seating capacity. If more than one, details are required for all units)*	
	X.	Kitchens *(Number of units and its area in Sq. Mt. If more than one, details are required for all units)*	
	XI.	Restaurants *(Number of units, area in Sq. Mt. and its seating capacity. If more than one, details are required for all units)*	
	XII.	Stores *(Number of units, area in Sq. Mt. and its storage capacity. If more than one, details are required for all units)*	
	XIII.	Swimming Pools *(Number of units and its area in Sq. Mt. If more than one, details are required for all units)*	
	XIV.	Vehicle Parking *(Number of units, area in Sq. Mt. and its parking capacity. If more than one, details are required for all units)*	
	XV.	Other Infrastructure created, necessary to run and operate the heritage hotel *(Provide details of other infrastructure, number of units, area in Sq. Mt. and its utilization purpose & capacity)*	
	XVI.	Details of Plant, Machinery & Apparatus Installed, which is necessary to run and operate the heritage hotel *(Provide details of Plant, Machinery & Apparatus Installed, number of units, and its utilization purpose & capacity)*	

	XVII.	Details of Common Infrastructure, like Road / power / water / sewerage, etc., on land where ownership is with the heritage hotel *(Provide details of common infrastructure, area in Sq. Mt., its utilization purpose & capacity)*	
2.5	Total Capital Cost Incurred in constructing the heritage hotel, as certified by the certified Engineer / Valuer *(Attach certificate by the certified Engineer / Valuer)*		₹
2.6	Total Project Cost, as certified by the Chartered Accountant and as on the date of commercia operations *(Attach CA certificate)*		

S. No.	Head of Investment	Amount, in ₹
I.	Cost of Land	
II.	Working Capital	
III.	Cost of Building and Construction	
IV.	Installation of Plant, Machinery and Apparatus	
V.	Other Fixed Assets and Infrastructure Created *(Specify details)*	
VI.	Creation of Common Infrastructure, like Road / power / water / sewerage, etc., on land where ownership is with the heritage hotel *(Specify details)*	
VII.	Other Expenditure *(Specify details)*	
TOTAL *(This should match with Line item 4 – 'Total Capital Expenditure' of Annexure A – CA Certificate)*		

2.7	Financial Arrangements *(Attach additional sheet for this information)* I. Loan from Bank / Financial Institution *(Upon approval, the capital investment subsidy will directly be transferred to the loan account. Attach copy of the loan sanction letter,in amount exceeding in respect of Term Loan amount above INR 10 Cr,attached TEV-Techno Economic Viability Report of the financing bank)* ▪ Sanctioned Loan Amount: ₹ ▪ Total Disbursed Amount: ₹ ▪ Outstanding Loan Amount, as on date: ₹ ▪ Sanction Date: ▪ Loan Tenure: ▪ Name of the Bank: ▪ Bank Branch Address: ▪ Loan Account Number: II. Self / Promoter's Contribution: ₹

----------X----------

PART 3

3.1	Eligible Capital Expenditure on which the subsidy to be claimed *(This should match with Line item 1 – 'Eligible Capital Expenditure' of Annexure A – CA Certificate)*	₹
3.2	Subsidy Claimed *(Please refer 'Appendix 1 – Policy Provision')*	₹
3.3	Detail of Capital Investment Subsidy Claimed / Received from any other Department of Central or State Government for this unit *(Attach additional sheet for this information)*	
3.4	Any other Information or Approvals from the competent authority, applicant feels necessary to share for this claim	

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INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. The heritage hotels must adhere to the conditions listed in 'Point 2; Criteria for the establishment of heritage hotel', as listed in 'Chapter 11; Incentives for Heritage Properties', of the Uttar Pradesh Tourism Policy 2018
3. Heritage Hotels are entitled to avail, both the Capital Investment Subsidy and the Interest Subsidy. Protected monuments will not be considered under this policy.
4. This incentive is applicable across the state of Uttar Pradesh, in respect of New Tourism Units and Existing Tourism Units undergoing expansion, during the operative period of the policy
5. The capital investment subsidy shall be availed against the bank loan only. Upon approval, the capital investment subsidy will directly be transferred to the loan account
6. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
7. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the heritage hotel.
8. All required documents, as listed in the 'Checklist of Documents' must be attached with the application form.
9. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
10. The application form must be completed in all respect and necessary supporting must be attached with the application form.
11. Use additional sheets, to provide the required information, wherever necessary.

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we have registered the Heritage Hotel [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any subsidy amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be returned with a 15% simple interest to the state, otherwise it will be recovered as the land revenue. In case of any change in ownership of the tourism unit by sale, transfer, lease or otherwise, I/we will notify the Director General, Department of Tourism, Government of Uttar Pradesh, will all necessary information, within one month of the transfer becoming effective.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

ANNEXURE A

(CA Certificate for Capital Expenditure Incurred while establishing a Heritage Hotel eligible for Capital Investment Subsidy under the Uttar Pradesh Tourism Policy 2018)

Certified that the applicant M/s _____
has commissioned a heritage hotel [Name} _____
at [Place] _____
_____.
This heritage hotel has commenced its commercial operation on _____.
The capital expenditure incurred in the heritage hotel as on date of commencement of its commercial operations is as under:

S. No.	Heads of Capital Expenditure	Amount, in ₹
1.	Eligible Capital Expenditure *(This should match with Line item 3.1 – 'Eligible Capital Expenditure on which the subsidy to be claimed' of the Application Form. Break-up to be provided from line item 1.1 to 1.25)*	
1.1	Permanent structure for the project under the ownership and for use of the heritage hotel, erected on land owned by the heritage hotel and which is essential for its commercial operation	
1.2	Boundary wall/s	
1.3	Internal roads, drainage & entrance gate/s	
1.4	Swimming pool/s	
1.5	Store/s	
1.6	Kitchen/s	
1.7	Water supply system (pipeline, tanks, pump house, water treatment plant, etc.)	
1.8	Boiler room and chimney	
1.9	Sewerage treatment plant and waste management system	

1.10	Centralized air conditioning system	
1.11	Power supply system including sub-station, transformer, distribution system and electrification	
1.12	D.G. power backup (for self-use)	
1.13	Telecommunication tower (self-established for own use)	
1.14	Hot & cold water supply system, gas / steam supply line	
1.15	Establishment of sound, light, public address, internet system and network of fixed nature	
1.16	Installation of fire detection and fire-fighting system	
1.17	Installation of non-shiftable plant & machinery for the infrastructure such as kitchen, laundry, health club, spa, convention hall, exhibition hall, etc.	
1.18	Establishment of stationary swing sets, climbing walls, amusement / playing structure, permanent tents, etc. in play areas and parks	
1.19	Other fixed structures and plant & machinery that are essential for the commercial operation of the heritage hotel	
1.20	Fees paid for obtaining technical know-how	
1.21	Installation charges of machinery / equipment / services	
1.22	Approach road, expenditure incurred for power supply including construction of sub-station, pipeline laid, water supply, water tank, pipeline for discharge of waste water & sewerage (On land where ownership is with the heritage hotel)	
1.23	Fixed residential tents for tourists, meant for use round the year and not for temporary use like mela, events or seasonal camps, etc.	
1.24	Solar / Bio energy system	
1.25	Rain water harvesting system	

2.	Ineligible Capital Expenditure – As per Uttar Pradesh Tourism Policy 2018 Ineligible Items *(Break-up to be provided from line item 2.1 to 2.8)*	
2.1	Working capital	
2.2	Pre-operative and preliminary expenses	
2.3	Second-hand plant and machinery purchased or shifted from within or outside country	
2.4	Interest capitalized	
2.5	Consumable stores, inventories for maintenance or repairs	
2.6	Investment on land required for setting up the heritage hotel, inclusive of the cost of the land	
2.7	Vehicles, furniture and fixtures, cutlery, crockery and utensils	
2.8	Any construction which is in nature of real estate transactions e.g., shops, flats, offices, etc. meant for sale / lease / rent	
3.	Other Expenditures *(Expenses not covered under Eligible Capital Expenditure & Ineligible Capital Expenditure. Provide details.)*	
4.	Total Capital Expenditure (1+2+3) *(This should match with Line item 2.6 – 'Total' of the Application Form)*	
5.	Arrangement of Capital	
5.1	Loan Amount from Bank / Financial Institution	
5.2	Self / Promoter's Contribution	
5.3	Contribution from other sources (with details of source)	
	Total (5.1 + 5.2 + 5.3) *(This should match with Line item 4 – 'Total Capital Expenditure', of the CA certificate)*	

CERTIFICATION

Certified that the expenditure incurred and certified herein has been verified from the ledgers including subsidiary ledgers, books of accounts and bank account/s of the heritage hotel. Separate lists of head-wise expenditure are appended with the certificate. Only the expenditure incurred has been taken into account wherein it has been actually incurred and the eligible infrastructure/construction work has been completed.

Date of Issue of Certificate:
Place:

Signature
Name, Registration No., Membership No.
Unique Code of the Chartered Accountant
Address and Seal

CHECKLIST OF DOCUMENTS

(To be attached with the Application Form for the Disbursement of the Capital Investment Subsidy to Heritage Properties under the Uttar Pradesh Tourism Policy 2018)

S. No.	Document/s and Reference Point from the Application Form	Attached / Not Attached	No. of Pages of the Attached Document
1.	Government photo ID of the legally authorized person on behalf of the heritage hotel (Point 1.5) *(To sign the application form & subsidy papers)*		
2.	Brief note on the business antecedents of the Promoter(s) / Owner(s) / Company of the heritage hotel (Point 1.6)		
3.	Registration certificate (Point 1.7) *(As Issued by the Department of Tourism, Government of Uttar Pradesh)*		
4.	Documents in support of the status of Promoter(s) / Owner(s) / Company (As applicable) (Point 1.8) • Certificate of incorporation/registration • Memorandum of association (MOA) • Article of Association (AOA) • PAN (For both the Promoter/Owner/Company & the heritage hotel) • GSTIN • Partnership deed • Other relevant incorporation documents from the competent authority		
5.	Government photo ID of the partner(s) / owner of the heritage hotel – Applicable in case of Partnership & Proprietorship Firm (Point 1.8)		
6.	Proof of start of commercial operations (Point 1.10) • Copy of first GST return • Copy of the latest GST return at the time of submission of the application form • Copy of first lodging/F&B bill		
7.	Colored photographs (Point 1.11)		
8.	Cancelled bank cheque with name of the authorized signatory of the heritage hotel (Point 1.12)		

9.	Brief description about the project (Point 2.1)		
10.	I. Land Records Ownership documents (Point 2.2) • Approved Khasra • Site map II. Title (Point 2.2) • Registered sale deed or lease deed)		
11.	Building permit from the approving authority (Point 2.3)		
12.	Approved site plan (Point 2.3)		
13.	Approved floor plans (Point 2.3)		
14.	Certificate of the total capital cost incurred in constructing/converting the heritage hotel, by the certified Engineer / Valuer (Point 2.5)		
15.	CA certificate of the total project cost, as on the date of commercial operations (Point 2.6)		
16.	Loan sanction letter from the Bank / Financial Institution (Point 2.7)		
17.	Annexure A – CA Certificate (Required)		
18.	Affidavit, as included in the application form on general stamp paper of ₹100/- (Required)		
19.	Detailed project report (DPR) (Required)		
20.	Completion certificate from the competent authority (Required)		
21.	Consent to operate, from UP Pollution Control Board (Required)		
22.	Fire NOC (Required)		
23.	Registration under Sarai Act / FSSAI certification (Required)		
24.	Bar license (If applicable)		
25.	Certificate from HRACC (If applicable)		
26.	FSSAI registration/license (As applicable)		
27.	Other documents, if any		

ANNEXURE B

(Illustration for the Calculation of Capital Investment Subsidy)

S. No.	Particular	Details
(A)	Bank Loan Amount	₹4,00,00,000
(B)	Notional Cost *(120% of the Bank Loan Amount)*	₹4,80,00,000
(C)	Actual Cost *(This should match with Line item 4 – 'Total Capital Expenditure', of the CA certificate)*	₹6,00,00,000
(D)	Ineligible Capital Cost *(CA to produce the certificate stating the Ineligible Capital Cost)*	₹50,00,000
(E)	Reduced Actual Cost *(C–D)*	₹5,50,00,000
(F)	Lower Value Between (B) & (E) *In this case, it is (B)*	₹4,80,00,000
(G)	Capital Investment Subsidy *(Per provision of the UP Tourism Policy 2018, which states that 'Amount equal to the capital funding of 25% of the capital cost of the project cost or INR 1.5 Crore, whichever is less')*	= 25% of (B) = ₹1,20,00,000

Figures used above are purely indicative and have been used for the purpose of illustration only.

Appendix – 1

(Policy Provision)

(Chapter 11; Incentives for Heritage Properties, Point A; Capital Investment Subsidy)

I. Amount equal to the capital funding of 25% of the capital cost of the project cost or INR 1.5 Crore, whichever is less, will be given by the Government of Uttar Pradesh, under the capital investment subsidy for the construction/expansion of heritage hotels. 120% amount of the loan obtained by a promoter from a nationalized bank for any project of construction/extension of heritage hotel, will be considered as the project cost.

II. 25% of only that portion of this total project cost will be given by the state government as capital investment subsidy, expenditure of which is proposed to be under the capital head. The maximum limit of capital investment subsidy would be INR 1.5 Crore.

-----End of Document-----

APPLICATION FORM

INTEREST SUBSIDY TO ELIGIBLE HERITAGE PROPERTIES

(Under 'Chapter 11; Incentives for Heritage Properties', of the Uttar Pradesh Tourism Policy 2018)

(Heritage Hotels are entitled to avail, both the Capital Investment Subsidy and the Interest Subsidy. Protected monuments will not be considered under this policy. Applicable across the state of Uttar Pradesh, in respect of New Tourism Units and Existing Tourism Units undergoing expansion, during the operative period of the policy)

PART 1

1.1	Category of the Tourism Unit *(Please see 'Chapter 9; Definitions', of the Uttar Pradesh Tourism Policy 2018)*	Heritage Hotel
1.2	Classification of Heritage Hotel *(Please refer 'Point 3; Chapter 11; Incentives for Heritage Properties', of the Uttar Pradesh Tourism Policy 2018, and tick the applicable option)* ☐ Heritage Hotel ☐ Heritage Classic ☐ Heritage Grand	
1.3	Name of the Heritage Hotel	
1.4	Complete Postal Address of the Heritage Hotel *(With Telephone, Mobile Number & Email ID)*	
1.5	Name of the Legally Authorized Person on behalf of the Heritage Hotel, to sign the application form & subsidy papers *(With Designation, Mobile Number and Email ID; Attach Government Photo ID)*	
1.6	Name of the Promoter(s) / Owner(s) / Company *(Attach additional sheet with a brief note on the business antecedents)*	
1.7	Registration Certificate Number & Date *(Attach copy, as Issued by the Department of Tourism, Government of Uttar Pradesh)*	

1.8	Status of Promoter(s) / Owner(s) / Company *(Tick the applicable option and attach the Certificate of Incorporation/Registration, MOA, AOA, PAN (Of the Promoter(s) / Owner(s) / Company & heritage hotel, GSTIN and other relevant incorporation documents from the competent authority)* ☐ Public / Private Limited Company ☐ Partnership Firm ☐ Proprietorship Firm / Owner(s) ☐ Society ☐ Trust	
1.9	Registration Number & Date of Establishment (If Applicable) *(Of the certified entity, as listed in Point 1.8 of the application form above)*	
1.10	Start Date of Commercial Operations *(Attach the following documents)* *I. Copy of first GST return* *II. Copy of the latest GST return at the time of submission of the application form* III. *Copy of first lodging/F&B bill*	
1.11	Colored Photographs *(Attach photographs)* • Pictures of the original heritage property (Exterior and interior, both), showcasing the architectural features & imminent surroundings of heritage value, frontage of building and architectural style • Pictures of the heritage hotel, displaying all four sides and its various facilities, post construction/conversion	☐ Attached ☐ Not Attached
1.12	Bank Details of the Heritage Hotel, *for transfer of the subsidy* *(Attach a copy of the cancelled bank cheque with name of the authorized signatory. Use additional sheet, if required)*	

Particular	Details
Name of the Account	
Bank Account Number	
Name of the Bank	
Bank Branch Address	
Bank Branch IFSC	
Bank Branch MICR Code	

---------X----------

PART 2

(Details of the Loan from the Bank / Financial Institution)

2.1	Brief Description about the Heritage Hotel *(Attach additional sheet for this information)*	
2.2	Financial Arrangements *(Attach the loan sanction letter from the Bank / Financial Institution) in amount exceeding in respect of Term Loan amount above INR 10 Cr, attach TEV(Techno Economic Viability) report of the financing bank.* Loan from Bank / Financial Institution *(Upon approval, the interest subsidy will directly be transferred to the loan account)* ☐ Sanctioned Loan Amount: ₹ ☐ Sanction Date: ☐ Loan Tenure: ☐ Name of the Bank: ☐ Bank Branch Address: ☐ Loan Account Number: ☐ Payable Interest Rate at the time of Sanction/Disbursement: First Disbursement Date: ☐ First Amount Disbursed: ₹ ☐ Total Amount Disbursed at the time of the application: ₹	
2.3	Details of Interest Subsidy Applied for *(Please refer Appendix 1 – Policy Provision)* • *The heritage hotel must provide the loan & the interest details for the Financial Years, in the template provided in Annexure A* • *Please submit a certificate from the loan sanctioning Bank / Financial Intitution, on its letterhead containing the details of Annexure A; Table up to Column (4) only. Separate certificate will be required in the same format for each financial year, that the interest subsidy is being claimed for* • *The interest subsidy would be permissible to a maximum of ₹5 Crore loan.*	

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PART 3

3.1	Detail of Interest Subsidy Claimed / Received from any other Department of Central or State Government for this unit *(Attach the loan & the interest details for the Financial Years, in the template provided in Annexure A)*	
3.2	Any other Information or Approvals from the competent authority, applicant feels necessary to share for this claim	

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INSTRUCTIONS

1. All applications must be addressed to:
   The Director General
   Department of Tourism, Government of Uttar Pradesh
   Paryatan Bhawan
   C-13, Vipin Khand, Gomti Nagar, Lucknow – 226010
2. The heritage hotels must adhere to the conditions listed in 'Point 2; Criteria for the establishment of heritage hotel', as listed in 'Chapter 11; Incentives for Heritage Properties', of the Uttar Pradesh Tourism Policy 2018
3. Heritage Hotels are entitled to avail, both the Capital Investment Subsidy and the Interest Subsidy. Protected monuments will not be considered under this policy.
4. This incentive is applicable across the state of Uttar Pradesh, in respect of New Tourism Units and Existing Tourism Units undergoing expansion, during the operative period of the policy
5. Upon approval, the interest subsidy will directly be transferred to the loan account
6. The interest subsidy eligible under the scheme shall be limited for a maximum loan amount of INR 5 Crore ,in case the loan amount exceeds the 5 crore the disbursing bank shall while certifying the outstanding for the financial year concerned bifurcate the excess amount and show the same separately. The interest subsidy shall be limited to the ledger showing the INR 5 Crore loan separately, which shall be reducing at the end of each financial year
7. The information provided in the application form and all supporting documents must be authentic and valid at the time of submission of the application form.
8. The complete application form and all supporting documents submitted must be self-attested, by the authorized representative of the heritage hotel
9. All required documents, as listed in the 'Checklist of Documents' must be attached with the application form.
10. The Department of Tourism, Government of Uttar Pradesh, may call for any additional documents, if required, from time to time.
11. The application form must be completed in all respect and necessary supporting must be attached with the application form.
12. Use additional sheets, to provide the required information, wherever necessary.

AFFIDAVIT

(On General Stamp Paper of ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that, I/we have registered the Heritage Hotel [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We hereby declare that statements in the application form and enclosed documents are true and correct to the best of my/our knowledge and belief. I/We fully understand that any subsidy amount granted to me/us on the basis of the statement/documents furnished, and failure to abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018 & rules of the Government of Uttar Pradesh, is liable to be returned with a 15% simple interest to the state, otherwise it will be recovered as the land revenue. In case of any change in ownership of the tourism unit by sale, transfer, lease or otherwise, I/we will notify the Director General, Department of Tourism, Government of Uttar Pradesh, will all necessary information, within one month of the transfer becoming effective.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

ANNEXURE A

(To be produced on the letterhead of the loan sanctioning Bank / Financial Institution)

- Interest Subsidy Calculation for the Financial Year: _____

Provide details of the Interest paid during the Financial Year _____, in the table below:

Period		Details of the Interest Paid		
From (1)	To (2)	Interest Rate (3)	Interest Amount Paid, in ₹ (4)	Eligible Interest Subsidy @ 5%, in ₹ (5)
Calculation of the Eligible Interest Subsidy @ 5% ⟶				*(5) = (4)÷(3) * 5*
Total interest amount paid during the Financial Year				

- Opening balance at the beginning of the FY: ₹ _____
- Principal amount paid during the FY: ₹ _____
- Total interest amount paid during the FY: ₹ _____
- Total interest amount charged during the FY: ₹ _____
- Outstanding balance at the end of FY: ₹ _____

An indicative illustration of the details of the interest paid is shown below:

Period		Details of the Interest Paid		
From (1)	To (2)	Annual Interest Rate (3)	Interest Amount Paid, in ₹ (4)	Eligible Interest Subsidy @ 5%, in ₹ (5)
Calculation of the Eligible Interest Subsidy @ 5% ⟶				*(5) = (4)÷(3) * 5*
1 April 2018	20 May 2018	10%	5000	(5000÷10) * 5 = 2500
21 May 2018	3 January 2019	9.8%	4600	(4600÷9.8) * 5 = 2347
4 January 2019	31 March 2019	9.6%	4200	(4200÷9.6) * 5 = 2187
Total interest amount paid during the Financial Year			13800	7034

Figures used above are purely indicative and have been used for the purpose of illustration only.

CHECKLIST OF DOCUMENTS

(To be attached with the Application Form for the Disbursement of the Interest Subsidy to Heritage Properties under the Uttar Pradesh Tourism Policy 2018)

S. No.	Document/s and Reference Point from the Application Form	Attached / Not Attached	No. of Pages of the Attached Document
1.	Government photo ID of the legally authorized person on behalf of the heritage hotel (Point 1.5) *(To sign the application form & subsidy papers)*		
2.	Brief note on the business antecedents of the Promoter(s) / Owner(s) / Company of the heritage hotel (Point 1.6)		
3.	Registration certificate (Point 1.7) *(As Issued by the Department of Tourism, Government of Uttar Pradesh)*		
4.	Documents in support of the status of Promoter(s) / Owner(s) / Company (As applicable) (Point 1.8) • Certificate of incorporation/registration • Memorandum of association (MOA) • Article of Association (AOA) • PAN (For both the Promoter/Owner/Company & the heritage hotel) • GSTIN • Partnership deed • Other relevant incorporation documents from the competent authority		
5.	Government photo ID of the partner(s) / owner of the heritage hotel – Applicable in case of Partnership & Proprietorship Firm (Point 1.8)		
6.	Proof of start of commercial operations (Point 1.10) • Copy of first GST return • Copy of the latest GST return at the time of submission of the application form • Copy of first lodging/F&B bill		
7.	Colored photographs (Point 1.11)		
8.	Cancelled bank cheque with name of the authorized signatory of the heritage hotel (Point 1.12)		

9.	Brief description about the project (Point 2.1)		
10.	Loan sanction letter from the Bank / Financial Institution (Point 2.2)		
11.	Certificate from the loan sanctioning Bank / Financial Institution, on its letterhead containing the details of Annexure A, up to Column 4 only. Separate certificate will be required in the same format for each financial year, that the interest subsidy is being claimed for (Point 2.3)		
12.	Affidavit, as included in the application form on general stamp paper of ₹100/- (Required)		
13.	I. Land Records Ownership documents (Required) • Approved Khasra • Site map II. Title (Required) • Registered sale deed or lease deed)		
14.	Building permit from the approving authority (Required)		
15.	Approved site plan (Required)		
16.	Approved floor plans (Required)		
17.	Detailed project report (DPR) (Required)		
18.	Completion certificate from the competent authority (Required)		
19.	Consent to operate, from UP Pollution Control Board (Required)		
20.	Fire NOC (Required)		
21.	Registration under Sarai Act / FSSAI certification (Required)		
22.	Bar license (If applicable)		
23.	Certificate from HRACC (If applicable)		
24.	FSSAI registration/license (As applicable)		
25.	Other documents, if any		

Appendix – 1

(Policy Provision)

(Chapter 11; Incentives for Heritage Properties, Point B; Capital Investment Subsidy)

I. In the event of getting project appraisal from financial institutions licensed and approved by the Reserve Bank of India (RBI) and on taking loan from such institutions for construction of heritage hotels in the state, 5% interest subsidy would be given in favour of heritage hotel owner, for 5 years.

II. The liability of interest subsidy would be permissible up to a maximum of 5 years period, from the date of approval of loan. The above interest subsidy would be permissible to a maximum of INR 5 Crore loan and admissible subsidy to a maximum of 25 Lakh, for 5 years.

-----End of Document-----

AFFIDAVIT

STAMP DUTY EXEMPTION

(Under 'Chapter 11; Incentives of Heritage Properties', of the Uttar Pradesh Tourism Policy 2018)

(On General Stamp Paper worth ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that I/we have registered the Heritage Hotel [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We undertake that, for establishing a heritage hotel, where any building and its appurtenant land is purchased, and the owner of the building and its appurtenant land is the same person, then on such transfer deeds, I/we intend to avail 100% exemption of the payable stamp duty, as per provisions of the Uttar Pradesh Tourism Policy 2018, and that I/we shall construct the heritage hotel and start commercial operations thereof within 3 years from the date of availing the Stamp Duty Exemption. I/We also understand that I/we may be allowed additional period of not exceeding 2 years by the Director General, Department of Tourism, Government of Uttar Pradesh, for the same. Further, I/we agree, that if I/we are not able to start commercial operations of the heritage hotel within the allowed period, or such extended period, or do not abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018, I/we are liable to pay an amount equivalent to the Stamp Duty Exemption availed, along with simple interest at the rate of 15%. I/We will also pay any additional recovery/penalty as per the provisions of the Stamp and Registration Department, Government of Uttar Pradesh, in respect of the exemption availed. I/We also understand that in case of non-payment of the amount due, it will be recovered as the land revenue.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

-----End of Document-----

AFFIDAVIT

LAND USE CONVERSION CHARGE

(Under 'Chapter 11; Incentives for Heritage Properties', of the Uttar Pradesh Tourism Policy 2018)

(On General Stamp Paper worth ₹100/- to be purchased in the State of Uttar Pradesh in the name of the Department of Tourism, Government of Uttar Pradesh, and to be sworn before a Public Notary)

I/We …… hereby state that I/we have registered the Heritage Hotel [Name] _____ under the Uttar Pradesh Tourism Policy 2018, with Registration Number _____, as issued by the Department of Tourism, Government of Uttar Pradesh.

I/We undertake that I/we intend to avail 100% waiver in 'Conversion Charges' from the concerned Development Authority, for converting an old property of heritage value into heritage hotel, in a development area, where land-use is demarcated, terming such land-use of the converted property as 'Heritage Hotel', as per provisions of the Uttar Pradesh Tourism Policy 2018, and that I/we shall construct the tourism unit and start commercial operations thereof within 3 years from the date of availing the waiver in Conversion Charges. I/We also understand that I/we may be allowed additional period of not exceeding 2 years by the Director General, Department of Tourism, Government of Uttar Pradesh, for the same. Further, I/we agree, that if I/we are not able to start commercial operations of the tourism unit within the allowed period, or such extended period, or do not abide by the terms and conditions listed under the Uttar Pradesh Tourism Policy 2018, I/we are liable to pay an amount equivalent to the waiver on the 'Conversion Charges', along with simple interest at the rate of 15%. I/We will also pay any additional recovery/penalty as per the provisions of the Development Authority/Local Body of the Government of Uttar Pradesh, in respect of the waiver. I/We also understand that in case of non-payment of the amount due, it will be recovered as the land revenue.

Authorized Signatory
Seal and Signature
(With Name, Address, Email ID and Contact Number)

Place:
Date:

-----End of Document-----